



IBM Software Group

## WebSphere Commerce V7.0

### ***Product overview***



 business on demand.

© 2009 IBM Corporation  
Updated October 22, 2009

This presentation covers the overview of the product enhancements to WebSphere® Commerce V7.0. You should already be familiar with the functionality of WebSphere Commerce V6.0 as a base line for the enhancements in this presentation.

## Goals

- Understand high level summary of major enhancements to WebSphere Commerce V7
- Understand platform support changes



The goal of this presentation is to have you understand the high level summary of the major enhancements to WebSphere Commerce V7 compared to the base functionality of V6 and to understand the changes in platform support.

## Agenda

- Product edition summary
- System platform change summary
- New features

3

Product overview

© 2009 IBM Corporation

The topics covered are a product edition summary, a platform change summary, and a overview of new features added.

## Product editions

- Tiers of product editions (same as V6)
  - ▶ WebSphere Commerce Express
  - ▶ WebSphere Commerce Professional
  - ▶ WebSphere Commerce Enterprise
  - ▶ WebSphere Commerce Developer Express
  - ▶ WebSphere Commerce Developer Professional
  - ▶ WebSphere Commerce Developer Enterprise
  - ▶ Sales Center for WebSphere Commerce
  - ▶ Gift Center for WebSphere Commerce



The product editions of V7 are the same as for V6. WebSphere Commerce is offered in three editions of increasing functionality.

Express is the entry level edition, Professional is the intermediate level edition, and Enterprise is the premium level edition.

WebSphere Commerce Developer is also offered in those same three edition tiers.

## Platform changes

- Hardware platforms same as V6
  - ▶ Intel® x86 , x86/64 - Windows®, Linux®
  - ▶ SPARC – Solaris only
  - ▶ Z series – Linux only
  - ▶ POWER® – AIX® and Linux
- Operating system upgrades
  - ▶ Dropped
    - Windows 2000, AIX 5.2, Solaris 9, Linux RHEL 3,
  - ▶ Added
    - Windows Server® 2008, Windows Vista®, Linux SUSE 11
  - ▶ i5/OS® support delayed



Product overview

© 2009 IBM Corporation

The supported hardware platforms are the same as V6. Intel 32 bit and 64 bit architectures are supported for both Windows and Linux. The SPARC architecture is supported for Solaris. Z series architecture supports Linux. And the POWER architecture supports AIX and Linux.

These older operating system levels have been dropped from support: Windows 2000, AIX V5.2, Solaris 9, and Red Hat Enterprise Linux 3.

Support for these more recent operating system levels is added in V7: Windows Server 2008, Windows Vista, and SUSE Linux 11.

Support for the i5/OS operating system has been delayed until a later release.

## Platform changes

### ■ Browser upgrades

#### ▶ Dropped

- Opera
- Internet Explorer® 5
- Netscape
- Mozilla
- Firefox 1 and 2

#### ▶ Added

- Internet Explorer 8

6

Product overview

© 2009 IBM Corporation

Browser support for Opera, Internet Explorer 5, Netscape, Mozilla, and Firefox 1 and 2 have been dropped.

Browser support for Internet Explorer 8 has been added.

## Platform changes

- Prerequisite products upgrade
  - ▶ WebSphere Application Server V7
  - ▶ Rational® Application Developer V 7.5
  - ▶ DB2® V9.5
    - DB2 on system Z dropped
  - ▶ Lotus® Expeditor 6.2 (formerly WebSphere Everyplace Deployment)  
base platform for Sales Center
- Cooperating products
  - ▶ IBM Support Assistant V4.1
    - Plug-in ported and tested, same functionality as V6.0 plug-in
  - ▶ WebSphere Portal Server V6.1
  - ▶ WebSphere MQ V7.0
  - ▶ Oracle 11g



Product overview

© 2009 IBM Corporation

Prerequisite products have had their versions upgraded to the most current versions.

WebSphere Application Server V7, Rational Application Developer V7.5, DB2 9.5 and Lotus Expeditor 6.2 are now the supported versions for prerequisite products.

Optional cooperating products also have been upgraded to the most current versions.

IBM Support Assistant V4.1, WebSphere Portal Server V6.1, WebSphere MQ V7.0, and Oracle 11g are the most recent versions of those products.

## New feature summary

- Multi-channel precision marketing
- Mobile Commerce
- Social Commerce
- Efficient data loading utility
- Starter stores enabled by Web 2.0 technology
- Management Center enhancements
- Migration assistance utilities
- Developer infrastructure improvements



Product overview

© 2009 IBM Corporation

The new features can be categorized into these categories: Multi-channel precision marketing, mobile commerce, social commerce, efficient data loading utility, starter stores enabled by Web 2.0 technology, Management Center enhancements, migration assistance utilities, and developer infrastructure improvements

## Multi-channel Precision Marketing

- Automated marketing based on an individual consumer's preferences and shopping intentions
- Extends the consumer's personalized experience with triggers
  - ▶ Originate from any touch point, such as desktop, mobile device, or kiosk
  - ▶ Processed by rules based marketing engine
  - ▶ Marketing messages routed to same touch points
- Activity Builder in marketing tool of Management Center
- Dynamic add/delete of customers from customer segments
- Enhanced promotions tool usability
- New promotions and features

9

Product overview

© 2009 IBM Corporation

Multi-channel Precision Marketing is an automated marketing method based on an individual consumer's preferences and shopping intentions. The consumer's experience is extended with triggers, or events, that can originate from any touch point, such as a desktop browser, mobile device, or a kiosk. The triggers are processed by a rules based marketing engine which produces targeted marketing messages. These messages are routed to the same touch points which originated the trigger.

## Mobile Commerce

- Generic mobile UI with easy to deploy templates for
  - ▶ Product information / availability
  - ▶ Order status / tracking
  - ▶ Store / stock locator
  - ▶ Mobile wish list or shopping list
  - ▶ Mobile marketing
- Mobile Message Support
  - ▶ SMS support for
    - Order status
    - Marketing messages
- Integration with Multi-channel Precision Marketing
  - ▶ Support for mobile triggers, actions



Product overview

© 2009 IBM Corporation

Mobile Commerce is a method to enable mobile devices to participate in the shopping experience.

A generic user interface optimized for mobile device interfaces is implemented with easily deployed page templates for these pages:

Product information, order status, physical store locator, wish list, shopping list, and mobile message opt-in.

Mobile messages can be sent to inform you of marketing information or for current order status.

Mobile enabled pages integrate with Multi-channel Precision Marketing to provide a set of mobile enabled triggers.

## Social commerce

- Web social networking concepts to allow customers to market your products for you
  - ▶ Product ratings and reviews
  - ▶ Integrated product category blogs
  - ▶ Public user profiles
  - ▶ Photo gallery
- Integration with external services and products
  - ▶ Integration implemented using WebSphere sMash technology
  - ▶ Bazaarvoice provide ratings and reviews
  - ▶ IBM Lotus Connections and Pluck provide blogs, user profiles, and photo galleries



Social commerce uses Web social networking concepts to allow customers to market your products for you.

The social networking concepts that have been implemented are product reviews and ratings, product blogs at the category level, user profiles viewable by others, and photo galleries at the product category level.

These social networking concepts involve data stored by external products and services. The integration of these products and services are accomplished with WebSphere sMash technology.

Bazaarvoice is a third party service provider that provides a service for hosting ratings and reviews. Pluck is a third party service provider that provides a service for hosting blogs, profiles, and galleries. IBM Lotus Connections is a product that also provides hosting for blogs, profiles, and galleries.

## High efficiency data loading utility

- Initial and update loading for catalog, pricing, inventory
- Easier to implement data specifications
- Improved performance and scalability
- Improved data reliability and consistency
- Supports data loading by business objects and data loading by database tables



Product overview

© 2009 IBM Corporation

The high efficiency data loading utility is provided for loading catalog, pricing, and inventory data for initial installation of a store implementation. It can also be used to update this data. Compared to the mass loader in V6, the data load utility is easier to implement the input data specifications, and provides improved performance and scalability for large amounts of data. The key improvement in the data loader design is that it supports data loading by business objects and data loading by database tables. This design also allows the utility to have better reliability and data consistency in the result of a load failure.

## Starter stores enabled by Web 2.0 technology

- Support both classic Web and Web 2.0 shopping paths by changing store flows in Accelerator
- Improved page layout and styling
- More complete usage of Web services tags
- New tag library function
- Updated Ajax framework
- Updated to Dojo 1.3.1
- Starter store business models
  - ▶ Madisons business-to-consumer starter store – same functionality as V6 feature pack 5
  - ▶ Elite business-to-business starter store



Product overview

© 2009 IBM Corporation

The starter stores have been enhanced by adopting Web 2.0 technology at more current support levels. The starter stores have the ability to selectively enable Web 2.0 style shopping paths by using the Accelerator change flow function.

The functional improvements are improved page layout and styling, more complete use of Web service tags, updated Ajax framework, and Dojo libraries updated to Dojo 1.3.1.

Both the business-to-consumer and the business-to-business starter store business models adopt the Web 2.0 technology. Madisons business-to-consumer starter store has the same functionality as Madisons in V6, feature pack 5. The Elite business-to-business starter store is new in V7.

## Elite business-to-business starter store

- Business to business store model uses Web 2.0 technology
- Enhanced business-to-business Starter Store with support for streamlined checkout
- Contract-based pricing
- Support for buyer organization
- Order scheduling, splitting, and backorders
- Saved orders
- Organization participant (buying on behalf)
- Integration with Multi-channel Precision Marketing



The Elite business-to-business starter store has support for streamlined checkout, contract based pricing, buyer organizations, order scheduling and splitting, back ordering, save orders, and organizational participants. The Elite starter store also is integrated with Multi-channel Precision Marketing using triggers, targets and actions.

## Management Center enhancements

- Functions formerly done only in accelerator
  - ▶ Customer segment creation
  - ▶ E-marketing spot creation
  - ▶ Change password at login
- Usability enhancements
  - ▶ Case-insensitive search
  - ▶ Keyboard shortcuts
  - ▶ Text edit undo
  - ▶ Direct edit of lists



Product overview

15

© 2009 IBM Corporation

The Management Center has been enhanced with more operations formerly done only in Accelerator. You can now create customer segments, create e-marketing spots, and change your password at login. General usability and efficiency has been improved with case-insensitive search, keyboard shortcuts, text edit undo and redo, and direct editing of list columns.

## Migration assistance utilities

- Migration wizard with underlying Apache Ant script framework
- Source systems from V5.6.1 or V6.0 with feature packs applied
- Upgrading from lower to higher editions
- Scripts to handle
  - ▶ Database
  - ▶ Applications
  - ▶ Web server



Product overview

© 2009 IBM Corporation

A set of migration utilities assist migrating older WebSphere Commerce versions to V7 using a graphical wizard on top of an Apache Ant script framework. You can migrate from V5.6.1 or from V6.0 with any feature pack enabled. You can also accommodate upgrading to a higher edition of the product. The Ant scripts handle migrating your database, applications and Web server configurations.

## Developer infrastructure improvements

- Design pattern generation with Java™ Emitter Template (JET)
- Management Center testing framework



© 2009 IBM Corporation

The developer infrastructure improvements are design pattern generation using the JET framework, and the Management Center testing framework.

## Summary

- Product packaging summary
- System platform change summary
- New features

18

Product overview

© 2009 IBM Corporation

This presentation has shown you summaries of the product packaging, system platform changes, and new features.

## Feedback

### Your feedback is valuable

You can help improve the quality of IBM Education Assistant content to better meet your needs by providing feedback.

- Did you find this module useful?
- Did it help you solve a problem or answer a question?
- Do you have suggestions for improvements?

Click to send e-mail feedback:

[mailto:iea@us.ibm.com?subject=Feedback\\_about\\_Overview.ppt](mailto:iea@us.ibm.com?subject=Feedback_about_Overview.ppt)

This module is also available in PDF format at: [./Overview.pdf](#)



You can help improve the quality of IBM Education Assistant content by providing feedback.

## Trademarks, copyrights, and disclaimers

IBM, the IBM logo, ibm.com, and the following terms are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both:

AIX POWER	DB2 Rational	Everyplace System p	Express WebSphere	i5/OS	IBM	Lotus
--------------	-----------------	------------------------	----------------------	-------	-----	-------

If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of other IBM trademarks is available on the Web at "Copyright and trademark information" at <http://www.ibm.com/legal/copytrade.shtml>

Rational is a trademark of International Business Machines Corporation and Rational Software Corporation in the United States, Other Countries, or both.

Intel, are trademarks or registered trademarks of Intel Corporation in the United States, other countries, or both.

Internet Explorer, Windows, Windows Server, and the Windows logo are registered trademarks of Microsoft Corporation in the United States, other countries, or both.

Java, and all Java-based trademarks and logos are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both.

Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both.

Other company, product, or service names may be trademarks or service marks of others.

Product data has been reviewed for accuracy as of the date of initial publication. Product data is subject to change without notice. This document could include technical inaccuracies or typographical errors. IBM may make improvements or changes in the products or programs described herein at any time without notice. Any statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only. References in this document to IBM products, programs, or services does not imply that IBM intends to make such products, programs or services available in all countries in which IBM operates or does business. Any reference to an IBM Program Product in this document is not intended to state or imply that only that program product may be used. Any functionally equivalent program, that does not infringe IBM's intellectual property rights, may be used instead.

THE INFORMATION PROVIDED IN THIS DOCUMENT IS DISTRIBUTED "AS IS" WITHOUT ANY WARRANTY, EITHER EXPRESS OR IMPLIED. IBM EXPRESSLY DISCLAIMS ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NONINFRINGEMENT. IBM shall have no responsibility to update this information. IBM products are warranted, if at all, according to the terms and conditions of the agreements (for example, IBM Customer Agreement, Statement of Limited Warranty, International Program License Agreement, etc.) under which they are provided. Information concerning non-IBM products was obtained from the suppliers of those products, their published announcements or other publicly available sources. IBM has not tested those products in connection with this publication and cannot confirm the accuracy of performance, compatibility or any other claims related to non-IBM products.

IBM makes no representations or warranties, express or implied, regarding non-IBM products and services.

The provision of the information contained herein is not intended to, and does not, grant any right or license under any IBM patents or copyrights. Inquiries regarding patent or copyright licenses should be made, in writing, to:

IBM Director of Licensing  
IBM Corporation  
North Castle Drive  
Armonk, NY 10504-1785  
U.S.A.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. The actual throughput or performance that any user will experience will vary depending upon considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve throughput or performance improvements equivalent to the ratios stated here.

© Copyright International Business Machines Corporation 2009. All rights reserved.

Note to U.S. Government Users - Documentation related to restricted rights-Use, duplication or disclosure is subject to restrictions set forth in GSA ADP Schedule Contract and IBM Corp.



20

Product overview

© 2009 IBM Corporation