



IBM Software Group

# WebSphere Commerce V7.0

## *Product overview*



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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



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

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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



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



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



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 consumers 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



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



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



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

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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



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

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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



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



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

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