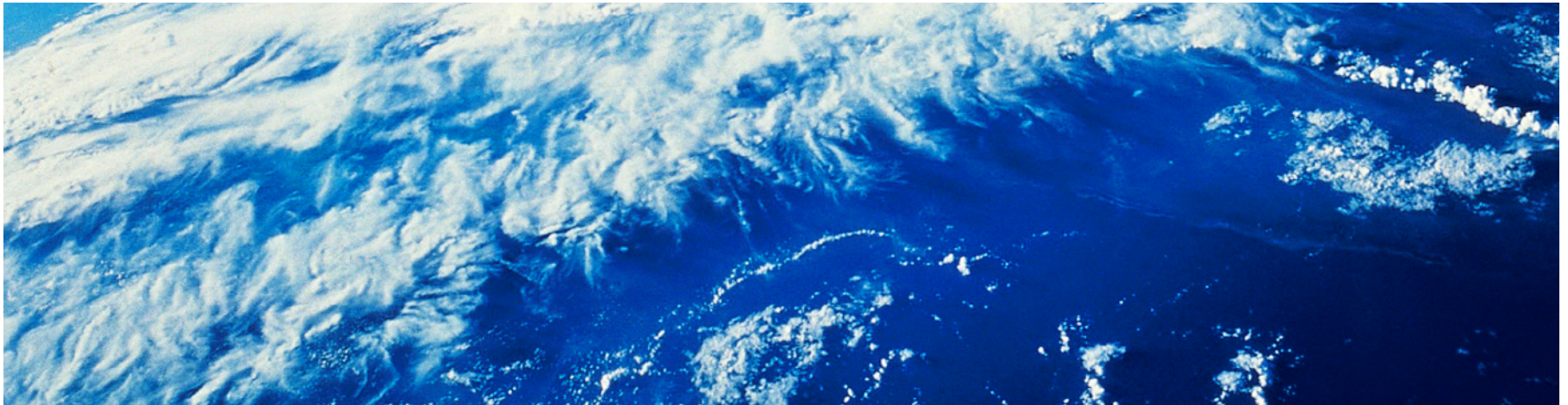


IBM WebSphere Commerce V7 FEP7

Content Management Integration



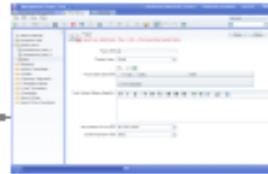
CMS Integration

- Designed to work with any Content Management Solution
- Implemented and tested with IBM Web Content Manager
- Management Center instrumented with “punch-out pattern” integration
- New store front tags for resolving managed content URLs and embedding managed content in store pages
- FEP 7 Aurora store pages and Commerce Composer widgets implemented with new tags
- Store preview includes “click to edit” on managed content

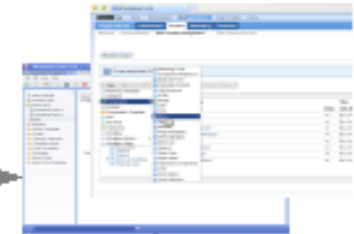
Punch-Out Mechanism



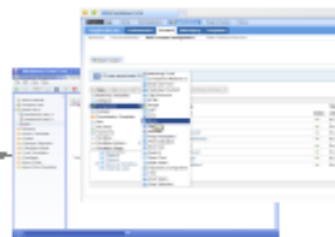
Business user selects to associate content with Management Center business object



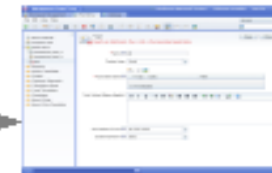
Management Center launches CMS in modal browser window



Business user authors or selects content and saves



CMS reloads modal Window to return to Management Center domain. Management Center is updated through Javascript.



Management Center persists content association.



Management Center integration

Punch-out button added to content URL text fields

The screenshot shows the IBM Management Center Tools interface. The browser address bar displays the URL: `https://bbakervm.torolab.ibm.com:8000/lobtools/cmc/ManagementCenterMain?locale=en_US`. The page title is "Management Center Tools" and the user is logged in as "wcsadmin".

The main content area is titled "cmsAttachment" and contains a "Files or URLs" section. This section displays a table with the following data:

* Type	* Path	Language (United State:)	Language (French)
	<code>http://[cmsHost]/cmspath/en</code>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<code>http://[cmsHost]/cmspath/fr</code>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

A red box highlights a new pencil icon (punch-out button) that has been added to the end of the first row's path field. The status bar at the bottom indicates "Save action completed for Attachment cmsAttachment."

Management Center Integration

- Punch-out locations added to associate content URLs with Management Center business objects
 - Attachments (URLs)
 - Marketing Content (through associated assets)
 - Sales Catalogs (thumbnail, full image, associated assets)
 - Categories (thumbnail, full image, associated assets)
 - Catalog Entries (thumbnail, full image, associated assets)
 - Attribute Values (image path)
 - Commerce Composer Layouts (Through Marketing Content)
- Content URLs tagged with prefix `http://[cmsHost]` to indicate that they are managed content URLs
- Once a URL has been selected, business user can use the same punch-out mechanism to edit the content or select new content
- Includes support for associating multiple URLs representing different translations of the same content (MLS)

Single Sign On

- Single Sign On with WCM through IBM Lightweight Third-Party Authentication (LTPA)
- Management Center SSO support enhanced to allow the creation of the LTPA token
- Enabled by adding entries to struts-extension.xml (shipped in FEP7 commented out)

Workspaces

- Association of CMS URLs with Commerce business objects is workspace enabled
- Creating and editing of content in WCM is not workspace aware

Extended Sites

- CMS URLs can be associated with asset store and e-site level business objects
- Creating and editing content in WCM is not related to Commerce e-sites

Commerce Composer

- Any widgets that use Marketing content can use WCM content URLs
 - Content Carousel Widget
 - Content Recommendation Widget
 - E-Marketing Spot Widget
- There is no support for using WCM to create layouts or templates

Search

- There is no new support related to Search

Structured Content Support

- This integration provides no support for managing structured content such as the catalog in WCM.

Resolving CMS URLs

- Content URLs stored in Commerce with `http://[cmsHost]` prefix
- Must be resolved before they can be used
- Can be configured separately for “preview” and “runtime”
 - e.g. Preview configured with “live” rendering against the WCM render servlet
 - e.g. Runtime (production) configured to resolve to pre-rendered content
- `wcst:resolveContentURL` tag used in Store pages and Commerce Composer widgets
- Tag backed by customizable task command: `ResolveContentURLCmd`
- WCM URLs encoded with meta-information including MIME type and render type

Importing Managed Content into Store Pages

- Content that is authored in CMS must be retrieved at runtime and embedded in page
- `wcst:getContent` tag used to embed managed content
- Can be configured for preview and runtime
- Tag backed by customizable task command: `GetContentCmd`
- Includes support for “fixing up” URLs that are embedded in the content
 - e.g. image URLs that point to resources served by the WCM render servlet

Publishing Content from Authoring to Production

- WCM content may be served live in preview and published (pre-rendered) as static files for production
- Published content files served by Commerce web server
- WCM publishing can be synchronized with Commerce stageprop
 - No out-of-the box synchronization provided

Cache Invalidation

- JSP caching may be affected by embedded content
- Invalidation through CACHEIVL linked to marketing contentId
- No automatic invalidation if WCM content edited without touching Commerce Marketing Content
- wcft:getContent tag is also backed by cacheable command

Three Types of Managed Content

- Content URLs
 - HTML to be embedded in the page
 - WCM URLs parameter: `renderType=CONTENT`
- Resource URLs
 - Files such as images or pdfs
 - WCM URLs include parameters: `renderType=RESOURCE&mimeType=contentType`
- Link URLs
 - Stand-alone pages
 - WCM URLs include parameter: `renderType=LINK`

Configuration

- Configuration values added to the STORECONF table
- Must be configured for each store that supports CMS integration (including asset stores in e-site model)
- Punch-out configuration values (blue indicates values that are normally required):
 - `wc.cmsPunchOut.enabled`
 - `wc.cmsPunchOut.cmsHost`
 - `wc.cmsPunchOut.cmsPath`
 - `wc.cmsPunchOut.cmsSelectPath`
 - `wc.cmsPunchOut.cmsEditPath`

Configuration (continued)

- Resolve content configuration values (blue indicates values that are normally required):
 - `wc.resolveContentURL.cmsHost`
 - `wc.resolveContentURL.cmsInternalHost`
 - `wc.resolveContentURL.cmsPreviewHost`
 - `wc.resolveContentURL.cmsInternalPreviewHost`
 - `wc.resolveContentURL.cmsPath`
 - `wc.resolveContentURL.cmsPreviewPath`
 - `wc.resolveContentURL.useRelativeURLs`
 - `wc.resolveContentURL.mimeTypeParameter`
 - `wc.resolveContentURL.renderTypeParameter`
 - `wc.resolveContentURL.contentRenderType`
 - `wc.resolveContentURL.linkRenderType`
 - `wc.resolveContentURL.resourceRenderType`
 - `wc.resolveContentURL.encode`
 - `wc.resolveContentURL.encodeForPreview`
 - `wc.resolveContentURL.getResourceURL`
 - `wc.resolveContentURL.getPreviewResourceURL`
 - `wc.resolveContentURL.getLinkURL`
 - `wc.resolveContentURL.getPreviewLinkURL`

Configuration (continued)

- Get Content Configuration Values (blue indicates values that are normally required)
 - wc.getContent.connectTimeout
 - wc.getContent.previewConnectTimeout
 - wc.getContent.readTimeout
 - wc.getContent.previewReadTimeout
 - wc.getContent.cmsToken
 - [wc.getContent.cmsPreviewToken](#)
 - wc.getContent.cmsHost
 - [wc.getContent.cmsPreviewHost](#)
 - wc.getContent.cmsPath
 - [wc.getContent.cmsPreviewPath](#)
 - wc.getContent.useRelativeURLs
 - wc.getContent.characterEncoding
 - wc.getContent.sendLTPAToken
 - [wc.getContent.sendPreviewLTPAToken](#)
 - wc.getContent.ltpaTokenDomain
 - [wc.getContent.previewLTPATokenDomain](#)
 - wc.getContent.ltpaTokenSecure
 - wc.getContent.previewLTPATokenSecure

Troubleshooting

- Logging and tracing for WebSphere Commerce
 - `com.ibm.commerce.foundation.client.lobtools.*=all` – trace through single sign-on and punch-out from Management Center
 - `com.ibm.commerce.content.*=all` – trace `wcst:resolveContent` and `wcst:getContent` tags

- Using IIS with pre-rendered content
 - Configure “.” extension to the “text/html” MIME type
 - Content URLs with spaces will not render unless you turn on “Allow double escaping”

- Configuring `wcst:getContent` to work with a secure WCM server
 - If the get content http requests from the WebSphere Commerce application server are over SSL you will need to import the Portal SSL certificate into the Web Commerce app server

Infocenter links

http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.wcportal.doc/concepts/cp_owcmcontentmanage.htm

<http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.admin.doc/tasks/twccmsuseexternalcontent.htm>

Trademarks, disclaimer, and copyright information

IBM, the IBM logo, ibm.com, Coremetrics, DB2, PowerVM, Rational, WebSphere, and z/VM are trademarks or registered trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of other IBM trademarks is available on the web at "[Copyright and trademark information](http://www.ibm.com/legal/copytrade.shtml)" at <http://www.ibm.com/legal/copytrade.shtml>

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

THE INFORMATION CONTAINED IN THIS PRESENTATION IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY. WHILE EFFORTS WERE MADE TO VERIFY THE COMPLETENESS AND ACCURACY OF THE INFORMATION CONTAINED IN THIS PRESENTATION, IT IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED. IN ADDITION, THIS INFORMATION IS BASED ON IBM'S CURRENT PRODUCT PLANS AND STRATEGY, WHICH ARE SUBJECT TO CHANGE BY IBM WITHOUT NOTICE. IBM SHALL NOT BE RESPONSIBLE FOR ANY DAMAGES ARISING OUT OF THE USE OF, OR OTHERWISE RELATED TO, THIS PRESENTATION OR ANY OTHER DOCUMENTATION. NOTHING CONTAINED IN THIS PRESENTATION IS INTENDED TO, NOR SHALL HAVE THE EFFECT OF, CREATING ANY WARRANTIES OR REPRESENTATIONS FROM IBM (OR ITS SUPPLIERS OR LICENSORS), OR ALTERING THE TERMS AND CONDITIONS OF ANY AGREEMENT OR LICENSE GOVERNING THE USE OF IBM PRODUCTS OR SOFTWARE.

© Copyright International Business Machines Corporation 2014. All rights reserved.