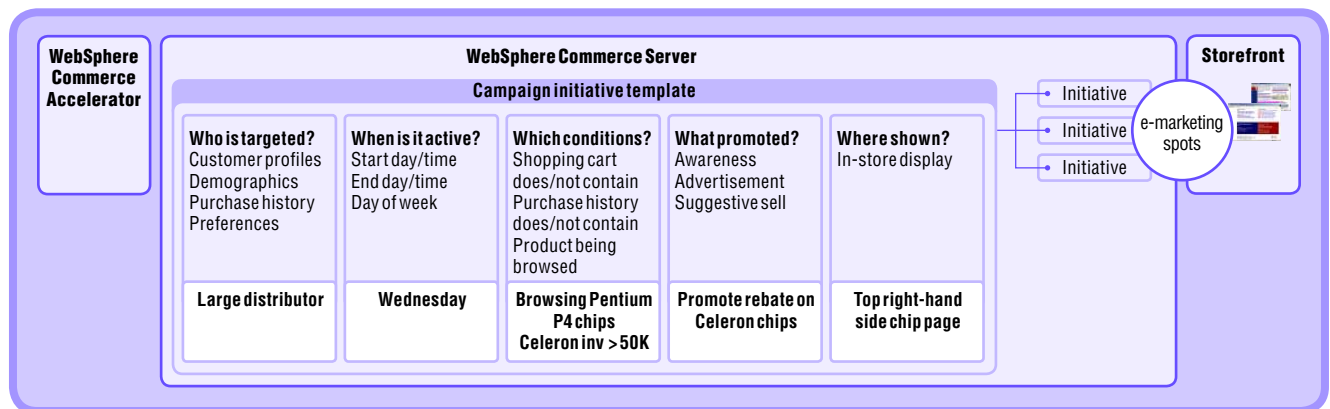


IBM WebSphere Commerce Professional Edition, Version 5.4

Highlights

- Offers an advanced order management capability to optimize the movement of products through your supply chain
- Provides multiple collaborative filtering engines to discover customers' buying patterns and preferences
- Provides customers with a personalized, single point of access to multiple applications through a commerce-enabled portal with predefined commerce portlets
- Creates a reliable, secure, scalable foundation with 24x7 availability
- Leverages an industry-leading, J2EE-compliant platform to deliver a flexible, portable and easy-to-maintain solution
- Uses dynamic collaboration technology via Lotus Sametime live-help reference applications
- Includes sophisticated reporting capabilities to help business managers evaluate the effectiveness of marketing campaigns



WebSphere Commerce Professional Edition, Version 5.4 campaign initiatives create buyers from shoppers.

Customers expect fast, reliable, secure service from your e-commerce site. At the same time, market changes, an uncertain economy and shifting customer demands create competing business pressures and customer pains. Getting the right mix of business initiatives and expense controls is one of the retailer's greatest challenges. You need to provide a consistent, dynamic buying experience that reflects customers' individual needs and keeps pace with today's global marketplace. By expanding customer service support—through collaborative commerce and advanced order management—you can help build long-term customer relationships to grow your business, gaining not only mind share but also wallet share.

IBM WebSphere® Commerce Professional Edition, Version 5.4 is a comprehensive set of integrated software components that helps developers build, maintain and host e-commerce sites. Whether you're developing a small Web site with a single-tier configuration or a large, multitier enterprise, WebSphere Commerce Professional Edition gives you the tools you need to get your site up and running—fast. You get the flexibility to manage your site effectively—and the assurance that you're building on a solid, proven foundation to keep your site going around the clock.

Start with a firm foundation

Java 2 Platform Enterprise Edition

The foundation of your e-commerce site is the IBM WebSphere Application Server. It utilizes Java™2 Platform Enterprise Edition (J2EE) technology to create an open environment that integrates smoothly with existing systems and processes. The platform support of J2EE features full Enterprise JavaBeans (EJB) support, Web Archive (WAR), Enterprise Application Archive (EAR) deployment support, an updated EJB test client and an enhanced unit test environment that allows you to create multiple projects with different unit test configurations.

IBM DB2 Universal Database

Included in WebSphere Commerce Professional Edition is IBM DB2® Universal Database™ software, the engine that powers the world's most demanding e-business applications. DB2 contains all the data used by the WebSphere Commerce Professional Edition system, from basic information required to run the server to detailed information about individual customers, product items and prices. DB2, along with enhanced search capabilities within WebSphere Commerce Professional Edition, provides advanced search-engine functions that enable your customers to find the information they need quickly in a number of ways.

Empower your business users

WebSphere Commerce Professional Edition allows you to supply easy-to-use, intuitive tools to the individuals who maintain your e-commerce site.

WebSphere Commerce Accelerator

WebSphere Commerce Accelerator, a component of WebSphere Commerce Professional Edition, is an easy-to-use interface that provides a simple, single point of administration for store and product management, marketing, fulfillment, customer orders and customer service. WebSphere Commerce Accelerator provides functionality based on the role of the user. Tasks for each role are displayed in menu items, accessible to authorized users only. A user might have one or more role, each with an assigned task. With role-based authorization, business users can develop and manage your e-business—while you maintain overall site control.

Create, support and analyze targeted marketing campaigns

WebSphere Commerce Professional Edition allows you to monitor, analyze and understand customer behavior. You can build customer profiles based on defined criteria, such as registration data, purchase history and the frequency of customers' site visits. With this information, your staff can initiate specialized

marketing programs and promotions for particular customer segments. Electronic coupons, display advertisements and product recommendations can be accurately targeted to customers who meet certain criteria. You can use both rules-based technology to generate personalized content on a customer-by-customer basis or collaborative filtering to deliver personal content based on overall shopping behavior product recommendations.

WebSphere Commerce Analyzer

After establishing your marketing programs, you can measure success rates to determine what works — and what doesn't work. IBM WebSphere Commerce Analyzer, included with WebSphere Commerce Professional Edition, provides a robust business intelligence solution designed to analyze and report on statistics generated by your customers. WebSphere Commerce Analyzer automatically extracts data to a remote, dedicated machine, where it processes numerous database records to compile prebuilt reports about traffic and usage. With the detailed analysis provided in the reports, your business managers can refine marketing strategies and better forecast inventory needs. Separately available, WebSphere Commerce Analyzer Advanced Edition provides more sophisticated business intelligence functions, including advanced visualization capabilities and complex data mining.

Provide enhanced order management services

Multicultural support

Designed to enable the complete order processing functionality required for business-to-consumer (B2C) e-commerce, WebSphere Commerce Professional Edition supports order and inventory subsystems, order processing and management. Fully integrated with multicultural support, the system allows you to provide pricing, taxation and shipping information in the customer's preferred language and currency. Chinese (simplified and traditional), French, German, Italian, Japanese, Korean, Portuguese (Brazilian) and Spanish languages are supported.

Improved inventory management

The inventory subsystem provides functionality to record information received from vendors, process returns from customers and make adjustments to order quantities. With a realtime, availability-to-promise (ATP) inventory feature, you can help ensure that your customers receive accurate, up-to-date inventory information with automatic options for product substitutions or backorders. When an order is placed, the order subsystem verifies inventory to complete the order, then allocates inventory to the order. Once inventory is allocated, it automatically becomes unavailable in the order system. If inventory is unavailable when the initial order is placed, the system provides backorder processing with expected ship dates, with the capability to split orders. E-mail notifications provide up-to-date status on orders.

Easy, efficient returns and refunds

WebSphere Commerce Professional Edition processes returns and refunds easily and efficiently. If customers need to return merchandise, system settings control whether those items are returnable and the amount of the refund. You can also automatically generate a Returns Material Authorization (RMA) for one or more items in an order through a self-service interface by using the configurable auto-approval mechanism.

Collaborate to enrich the customer experience

Collaborative applications enable direct interactions between customers and support staff for immediate responses to customers during the research and purchasing processes. WebSphere Commerce Professional Edition provides collaborative e-commerce technologies with built-in support for live-help reference applications. Through a synchronous text interface using Lotus® Sametime® instant messaging, customer service representatives can supply realtime support to answer customer inquiries. Customer service representatives can also help users quickly navigate through a site with a browser redirect feature and retrieve shoppers' profiles and shopping cart information from the server.

Update your e-commerce catalog in realtime

WebSphere Commerce Professional Edition makes it easy to manage key catalog data across different departments—or even across enterprises. IBM WebSphere Catalog Manager, packaged with WebSphere Commerce Professional Edition, offers a flexible set of tools to facilitate the creation and management of online catalog information. WebSphere Catalog Manager allows both technical and business users to create, update and manage catalog data, with the flexibility to handle customizations. As products, availability and prices change, you can make this information available in realtime to customers and multiple departments in your organization. It simplifies information sharing by using XML for passing information between e-commerce applications and can remap data from one XML format to another.

Tools to help you build your e-commerce site

WebSphere Commerce Studio Professional Developer's Edition enables Web site development with easy-to-use tools, wizards and templates. An integrated visual page designer allows you to easily create HTML and JavaServer Pages (JSP) files. You can create dynamic pages by generating JSP files, Java Beans code, SQL statements and servlets based on your requirements. And you can modify site pages by simply dropping JavaBeans code onto JSP files.

IBM WebSphere Commerce Studio Professional Developer's Edition includes IBM VisualAge® for Java, which provides the tools you need to develop and debug advanced JSP templates and other server-side Java logic. VisualAge for Java includes a test environment that enables you to run customized WebSphere Commerce Professional Edition code without having to deploy the code to a WebSphere commerce server.

For more information

IBM has the experience, solutions, innovative technology and business expertise to help you meet the e-commerce goals you have today—and the ones you'll have tomorrow. To learn more about IBM e-business solutions, contact your IBM marketing representative, IBM Global Services, IBM Business Partner or visit:

ibm.com/software/websphere/commerce

IBM WebSphere Professional Edition, Version 5.4 at a glance

IBM AIX operating environment

Hardware requirements	<ul style="list-style-type: none">• Minimum of an @server pSeries™ 640 or an IBM RS/6000® (44P, Model 170) system• Minimum of 375MHz processor• 512MB RAM• 6GB free disk space for program files if you install all the required and optional components• CD-ROM drive
Software requirements	<ul style="list-style-type: none">• IBM AIX®, Version 5.1
Packaged software	<ul style="list-style-type: none">• IBM DB2 Universal Database, Enterprise Edition, Version 7.1 and IBM DB2 Text Extenders, Version 7.1• IBM WebSphere Application Server, Advanced Edition Version 4.0• IBM HTTP Server, Version 1.3.12.2• Tivoli® SecureWay® Directory Server, Version 3.2.1• IBM WebSphere Commerce payment processing (previously named WebSphere Payment Manager, Version 3.1)<ul style="list-style-type: none">– Cassette for VisaNet, Version 3.1– Cassette for BankServACH, Version 3.1– Cassette for SET™, Version 3.1– Cassette for CyberCash™, Version 3.1• Lotus Sametime, Version 2.0 (limited license)• Segue Silk Preview• Brokat's Blaze Rules Server, Version 3.1.3• Brokat's Blaze Innovator, Version 3.1.3• WebSphere Commerce Analyzer Entry, Version 5.2• Brio Broadcast Server, Version 1.0• WebSphere Commerce Recommendation Engine powered by LikeMinds, Version 5.4

IBM OS/400 operating environment

Hardware requirements	<ul style="list-style-type: none">• Minimum of an @server iSeries™ system or an AS/400® system with a CPW rating of 500 or more• 1GB RAM (minimum recommended)• CD-ROM drive
Software requirements	<ul style="list-style-type: none">• IBM OS/400®, Version 5.1 or higher, which includes:<ul style="list-style-type: none">– IBM DB2 Universal Database for iSeries– IBM HTTP Server for iSeries– LDAP Directory Services– Digital Certificate Manager– QShell Interpreter– Crypto Access Provider• Java Developer Kit 1.2.2• IBM AS/400 Toolbox for Java• TCP/IP Connectivity Utilities for OS/400
Packaged software	<ul style="list-style-type: none">• IBM WebSphere Application Server, Advanced Edition, Version 4.0• IBM WebSphere payment processing (previously named WebSphere Payment Manager, Version 3.1)<ul style="list-style-type: none">– Cassette for VisaNet, Version 3.1– Cassette for BankServACH, Version 3.1– Cassette for SET, Version 3.1– Cassette for CyberCash, Version 3.1• Lotus Sametime, Version 2.0 (limited license)• WebSphere Commerce Analyzer Entry, Version 5.2

IBM WebSphere Professional Edition, Version 5.4 at a glance (continued)

Linux operating system

Hardware requirements	<ul style="list-style-type: none">• A dedicated Intel® Pentium® III 733MHz or higher• 768MB RAM• 4GB free disk space for program files• CD-ROM drive
Software requirements	<ul style="list-style-type: none">• RedHat Linux® Version 7.2 Pro and SuSE Linux Enterprise Server 7.0 (SLES 7.0)
Packaged software	<ul style="list-style-type: none">• IBM DB2 Universal Database, Enterprise Edition, Version 7.2• IBM WebSphere Application Server, Advanced Edition, Version 4.0• IBM HTTP Server, Version 1.3.19• Tivoli SecureWay Directory Server, Version 3.2.1• IBM WebSphere payment processing (previously named WebSphere Payment Manager, Version 3.1)<ul style="list-style-type: none">– Cassette for VisaNet, Version 3.1– Cassette for BankServACH, Version 3.1– Cassette for CyberCash, Version 3.1• Lotus Sametime, Version 2.0 (limited license)• Segue Silk Preview• Brokat's Blaze Rules Server, Version 3.1.3• Brokat's Blaze Innovator, Version 3.1.3• WebSphere Commerce Analyzer Entry, Version 5.2• Brio Broadcast Server, Version 1.0• WebSphere Commerce Recommendation Engine powered by LikeMinds, Version 5.4

Microsoft Windows 2000 operating environment

Hardware requirements	<ul style="list-style-type: none">• A dedicated Intel Pentium III 733MHz or higher or Pentium 4 IBM-compatible personal computer• 768MB RAM• 1.6GB free disk space for program files• CD-ROM drive
Software requirements	<ul style="list-style-type: none">• Microsoft® Windows® 2000 Server, Version 5 or Advanced Server Edition SP2
Packaged software	<ul style="list-style-type: none">• IBM DB2 Universal Database, Enterprise Edition, Version 7.1 and IBM DB2 Text Extenders, Version 7.1• IBM WebSphere Application Server, Advanced Edition, Version 4.0• IBM HTTP Server, Version 1.3.12.2• Tivoli SecureWay Directory Server, Version 3.2.1• IBM WebSphere payment processing (previously named WebSphere Payment Manger, Version 3.1)<ul style="list-style-type: none">– Cassette for VisaNet, Version 3.1– Cassette for BankServACH, Version 3.1– Cassette for SET, Version 3.1– Cassette for CyberCash, Version 3.1• Lotus Sametime, Version 2.0 (limited license)

IBM WebSphere Professional Edition, Version 5.4 at a glance (continued)

Microsoft Windows NT operating environment

Hardware requirements	<ul style="list-style-type: none">• A dedicated Intel Pentium III 733MHz or higher or Intel Pentium 4 IBM-compatible personal computer• 768 MB RAM• 1.6GB free disk space for program files• CD-ROM drive
Software requirements	<ul style="list-style-type: none">• Microsoft Windows NT® Server, Version 4.0 SP6a
Packaged software	<ul style="list-style-type: none">• IBM DB2 Universal Database, Enterprise Edition, Version 7.1 and IBM DB2 Text Extenders, Version 7.1• IBM WebSphere Application Server, Advanced Edition, Version 4.0• IBM HTTP Server, Version 1.3.12.2• Tivoli SecureWay Directory Server, Version 3.2.1• IBM WebSphere payment processing (previously named WebSphere Payment Manager, Version 3.1)<ul style="list-style-type: none">– Cassette for VisaNet, Version 3.1– Cassette for BankServACH, Version 3.1– Cassette for SET, Version 3.1– Cassette for CyberCash, Version 3.1• Lotus Sametime, Version 2.0 (limited license)• WebSphere Commerce Analyzer Entry, Version 5.2

Sun Solaris operating environment

Hardware requirements	<ul style="list-style-type: none">• Sun UltraSPARCstation™ Ultra 10• Minimum of 400MHz processor• 1GB RAM• 6GB free disk space for program files• CD-ROM drive
Software requirements	<ul style="list-style-type: none">• SunSolaris™ operating environment, Version 2.8 with Maintenance Update 4
Packaged software	<ul style="list-style-type: none">• IBM DB2 Universal Database, Enterprise Edition, Version 7.1 and IBM DB2 Text Extenders, Version 7.1• IBM WebSphere Application Server, Advanced Edition, Version 4.0• IBM HTTP Server, Version 1.3.12.2• Tivoli SecureWay Directory Server, Version 3.2.1• IBM WebSphere payment processing (previously named WebSphere Payment Manger, Version 3.1)<ul style="list-style-type: none">– Cassette for VisaNet, Version 3.1– Cassette for BankServACH, Version 3.1– Cassette for SET, Version 3.1– Cassette for CyberCash, Version 3.1• Lotus Sametime, Version 2.0 (limited license)• WebSphere Commerce Analyzer Entry, Version 5.2



IBM WebSphere Commerce Studio, Professional Developer's Edition, Version 5.4 at a glance

Hardware requirements	<ul style="list-style-type: none">• A dedicated Pentium 733MHz or higher IBM-compatible personal computer• 335MB to 2.6GB RAM• 1GB free disk space for program files
Software requirements	<ul style="list-style-type: none">• Microsoft Windows NT Server, Version 4.0 with Service Pack 6a or Microsoft Windows 2000 Server Edition or Advanced Server Edition• Microsoft Internet Explorer, Version 5.5 SP1 or higher
Packaged software	<ul style="list-style-type: none">• IBM WebSphere Studio, Advanced Edition, Version 4.0<ul style="list-style-type: none">– Applet Designer– Page Detailer– IBM Distributed Debugger• IBM WebSphere Commerce, Version 5.4• IBM VisualAge for Java, Professional Edition 4.0• Brokat Advisor• Brokat Innovator Workbench

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