

IBM WebSphere Commerce Renewals

Previously known as IBM WebSphere® Commerce Suite and Net.Commerce™.

IBM WebSphere Commerce accelerates the implementation of sell-side solutions. All powered from a single platform, WebSphere Commerce lets you deploy a wide variety of value chain solutions, from a consumer-centric online sales channel to a completely integrated, multi-tier demand chain.

One size does not fit all. Even if a system meets your needs today, it may not do so tomorrow. Whether a mid-market firm or a large multi-national corporation, WebSphere Commerce solutions – all built on the same infrastructure - provide the extensibility and flexibility you need to adapt in today's shifting market environment. Confidently engage with WebSphere Commerce proven technologies in next-generation e-commerce.

WebSphere Commerce provides:

1. Provides complete functionality all built on a common infrastructure, thus reducing overall cost and implementation time for
 - Business-to-Consumer (B2C) & Multi-Channel Retail (selling to consumers),
 - Business-to-Business (B2B) Direct (selling directly to business customers)
 - B2B Indirect (selling thru partner or dealer networks)
 - Digital Media Distribution and Transaction
 - Industry Solutions (e.g. Retail, Government, Manufacturing, Automotive, Electronics, etc.)
2. An open Java® base, providing a standard way to extend functionality
3. Strengthens customer and partner relationships through online service and support
4. Optimizes marketing activities thru cross-sell, up-sell, personalization, search, navigation and much more
5. Seamlessly integrates multiple sales channels - including mobile enablement - to maximize revenues
6. Effectively supports a global market including multiple languages, currencies, cultures, etc... with a common base, thus reducing overall cost and time to deliver a worldwide commerce site
7. Provides integration support with backend applications like SAP, Siebel, PeopleSoft, etc... as well as external customer and partner systems like Ariba
8. Additional functionality for both B2C & B2B models that require advanced function for Order Management, including Available to Promise (ATP), easily managed returns and refunds, auctions, security and usability enhancements, a kit for Tax integration, improved business intelligence and search capabilities, and improved integration capabilities supporting business process flows
9. Support for B2B models, including contract management, Request-For-Quotation support, Procurement, account and profile management, etc
10. Built on the WebSphere platform, it contains the high performance and integration with the WebSphere portfolio of products, easily extending WebSphere Commerce to be used with products like the WebSphere Portal

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Why Renew / Upgrade

New versions of WebSphere Commerce accelerate the implementation of intelligent processes and provides customers solutions that are easily customized to meet their unique needs.

Prior releases delivered the solutions noted above are all built on an infrastructure designed to support an enterprise's desire to become an on demand enterprise. New versions of WebSphere Commerce build on this foundation with enhancements that:

- **accelerate the implementation** of an end-to-end e-commerce site and reduce on-going hardware, software, services and IT support costs
- **increase productivity and effectiveness** of business users with tools designed specifically for their roles and responsibilities
- **leverage best practices to improve the customer experience** and increase customer lifetime value by creating consistent and seamless cross-channel selling processes
- **Generate immediate business value for small to medium sized firms** with a fast, affordable e-commerce solution tailored to their unique needs while setting a strategy for growth with the industry leader

Why Upgrade from WebSphere Commerce Versions 5.1 and V5.4 to Version 5.6

New WebSphere Commerce solutions allow you to strengthen and deepen business relationships by building stronger, more profitable relationships. This makes it easy for customers, suppliers, and partners to do business with you — anywhere, any time, and any way they want to.

You can lock customers into a level of convenience and personalized service that your competitors cannot beat. You can optimize sales, marketing, and brand experience through strengthening and extending your brand, and improving your bottom line through highly targeted marketing, well-informed merchandising, and customer-focused selling processes across all touchpoints and channels, maximizing efficiency and productivity.

New enhancements also allow you to capture and deploy best practices across all channels through flexible and sophisticated business processes, extended enterprise integration and self-service tools for every member of the value chain. You have the freedom to focus on the core strengths that give you an edge in your business. Respond and adapt with agility for competitive advantage. You can sense change and respond on demand to dynamic business conditions such as customer demand, market opportunity, and competitive threat — based on an integrated view of customers, employees, suppliers, and partners. Adapt quickly, cost-effectively, and without disruption. Capabilities include new:

- B2B enhancements, including Store models, Channel management, Hosting Support
- Integration enhancements, including native support for Web services
- Marketing & Merchandising, including e-mail & marketing campaigns, Advanced discounts & promotions, Coupon enhancements, cross-sell and up-sell.
- Catalog management Tooling
- Live Help/Customer Care Collaboration
- Product Advisor enhancements, providing an interactive product catalog
- Analytics and Business Intelligence
- Customer Entitlement and Contract-Based Commerce
- Operational Reports
- Site Analyzing
- Enhanced Payment subsystem, with new security enhancements
- System Management

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Why Upgrade from WebSphere Commerce Version 4.x to Version 5.6

In addition to above benefits associated with migration from V5.x, customer on V4.x would also realize the following benefits:

- The switch to a open standards based Java™ (J2EE) application architecture
- Support for industry standards, like XML and Web services
- Development environments that enhance the WebSphere Studio offering for WebSphere® Commerce, all based on the Eclipse Tooling

New Release Benefits

New and Enhanced Capabilities

Recent enhancements provide customers:

1. Faster Time to Value and Lower Total Cost of Ownership -> accelerate implementation and the realization of business results
2. Improved Business User Experience -> improve usability and effectiveness of business tools for daily operations
3. Multi-channel Enablement -> Consistent customer experience through seamless cross channel integration
4. SMB Appeal -> simplify the offering and tune content, packaging & pricing for the midmarket

Key Capabilities contained in the WebSphere Commerce offerings:

- **WebSphere Commerce - Express** is an easily installed, affordable, yet complete solution designed to help growing mid-market companies do business on the Web. Jump-start your online presence with the basics then grow with the industry leader as your needs change and grow. WebSphere Commerce-Express supports both B2B and B2C business models.
 - Affordable but complete, with "all-in-one" licensing that gives you everything you need for production, staging and site development at one attractive price
 - Easily installed, with a streamlined process that gets you ready to create and customize your store site quickly and in a minimal number of steps
 - Ready to go with the capabilities you need to get started out-of-the-box, while providing many advanced features you can grow into
 - Easy to administer, with tools that let mid-market customers manage their site effectively without special technical skills
 - Built on open standards, freeing your company from proprietary platform restrictions
- **WebSphere Commerce Professional Edition** increases site functionality from WebSphere Commerce - Express for B2B businesses and B2C retailers by enhancing customer buying experiences, improving operational efficiencies, and supporting high transaction volumes.
 - Consumer direct supports commerce transactions involving products, services, or information between businesses and consumers.
 - The business can be a retailer, a manufacturer who sells their goods directly to consumers through their own retail outlet, or any other business that sells goods or provides services directly to consumers. For example, a business that sells to consumers directly through a catalog would be considered a consumer direct business. Organizations that are not traditionally considered businesses, such as governments, can also be considered consumer direct sellers. Governments may provide goods and services directly to customers.

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- **WebSphere Commerce Business Edition** increases site functionality from WebSphere Commerce Professional Edition by provides a powerful, flexible infrastructure based on a unified platform for running complex and or high-volume B2B and advanced B2C e-commerce Web sites for global e-businesses.
 - B2B direct supports commerce transactions involving products, services, or information between two businesses or parties. In the B2B direct model, business buyers, resellers, distributors and trading partners are able to purchase directly from the seller. B2B direct also supports multiple sites, where a seller can have many sites aimed at different audiences, including geographic or market segment focused.
 - A demand chain is composed of the enterprises that sell the goods or services of a business. For example, a demand chain may be composed of buyers who initiate the sales transaction, resellers who sell the goods of a manufacturer, and the manufacturer who creates the goods. Demand chains also support direct sales channels, in which the demand chain owner sells directly to customers or business partners. The demand chain owner may host sites for its channel partners.
 - A supply chain is composed of the enterprises that provide services to a business. WC supports supply chains by enabling multiple buyers and suppliers, and allowing them to interact directly or through a private marketplace. A private marketplace provides a forum for suppliers to offer goods or services for sale. Buyers can establish contractual relationships directly with individual suppliers, and they can issue RFQs to selected suppliers.
 - The Extended site business model provides self-provisioning tools that allow the seller to create and administer multiple stores, as well as tools that allow the hosting provider to manage all hosted sites. The hosting provider could be either the manufacturer or a third-party service provider. This technology supports many business models involving multiparty or multi-tier transactions. Extended Sites are easily set up and maintained and scaled. Shoppers or business buyers can access any extended site directly, and optionally register on that site for shopping. Alternatively, they have the option of browsing the store directory operated by the hosting provider and then transfer to the selected extended site.

IBM Migration Support for customers migrating from Version 4.x or previous to Version 5.4

There are migration services available thru IBM and our Business Partners to help the customer thru this transition. IBM representatives and Business Partners are aware of these migration services through our Lab Services organization in Toronto. For more information, contact IBM WebSphere Lab Services.

Licensing and Pricing

Questions to Ask: Licensing Entitlement and Compliance

1. Would you like to increase online conversion rates by 40-50%?
2. Would empowering your line of business staff to create dynamic & targeted marketing campaigns/ promotions without having to involve the IT dept increase your effectiveness?
3. Would the ability to automate x-sells based on customer profiles and/or behavior increase your revenue?

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4. Do you provide sales productivity tools to streamline purchasing processes?
5. Do your customers buy under negotiated contract terms & conditions?
6. Do you provide timely product information to your customers?
7. Are you able to target customers with promotions?
8. Are you able to analyze the effectiveness of your online channel?
9. Are your order capture and fulfillment processes effective?
10. Do you have visibility into inventory from your online channel?
11. How cost effective are your current call center operations?

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