



IBM WebSphere Commerce - Express, Version 5.6

Highlights

- ***Provides a cost-effective, comprehensive e-commerce solution with all-in-one licensing that meets your needs for production, staging and Web site development***
- ***Installs quickly, so you can start building and customizing your online store in a little over an hour***
- ***Delivers the e-commerce capabilities you need to get started and a full set of advanced features to grow into***
- ***Includes easy-to-use, customizable B2B and B2C starter stores to help you realize faster time to value***
- ***Simplifies catalog management with intuitive product-management tools and a catalog import tool that automatically loads existing catalog data***
- ***Includes easy-to-use marketing, merchandising and analytics tools to help you create, track and evaluate targeted promotions and campaigns***
- ***Automates cross-sell, up-sell and other merchandising associations that can help maximize customer wallet share***
- ***Leverages an industry-leading, J2EE technology-compliant platform based on open standards, delivering a flexible, easy-to-maintain solution***

Regardless of your company's size, your customers want consistent, top-quality service that meets their expectations. Nowhere is this more evident than on the Web, where businesses of all sizes must strive to keep up with increasing customer demands and competitive pressures. And in today's economy, it's more important than ever for your IT investments to deliver the kind of improved business efficiencies and increased productivity that will lead to a quick, predictable return on investment (ROI).

IBM WebSphere® Commerce - Express, Version 5.6 software can help you jump-start or expand your online presence with an affordable solution that can generate immediate business value and accelerate your time to value. Whether you're reaching out to consumers or to other businesses, with WebSphere Commerce - Express software, you can immediately begin to drive sales, lower costs, expand your market reach and solidify customer and business relationships.

Get a quick start, wherever you are on the e-commerce curve

WebSphere Commerce - Express is designed to help small or midsize businesses like yours get online quickly, without straining your budget. By reducing the expense needed to establish or expand your e-commerce initiatives, you can have more resources to reinvest in your business. With a streamlined and user-friendly installation process, WebSphere Commerce - Express installs in a little over an hour with just a few steps. An easy-to-use and fast-loading development environment speeds you through the store creation and customization process, accelerating your time to value. Tailored for small and midsize businesses, WebSphere Commerce - Express includes prebuilt business-to-business (B2B) and business-to-consumer (B2C) starter stores that can be easily customized to meet your needs, further reducing your overall implementation time. So you can contain your initial costs, even if you employ a third-party consultant for installation and setup.

WebSphere Commerce - Express software supports topologies of up-to-three tiers of servers and is scalable to support up-to-two processors in production, giving you the capacity you need to sustain your growing business. As your e-business evolves, you can easily upgrade to IBM WebSphere Commerce Professional Edition and from there to IBM WebSphere Commerce Business Edition to leverage these high-capacity, fully scalable solutions.

A common code base and toolset helps ensure that you can migrate any customized code easily to help you leverage your existing resources. WebSphere Commerce - Express can also be used as the e-commerce engine behind WebSphere Digital Media Enabler.

By quality testing in a staging environment before changes go live, you can avoid potential content errors, site-performance problems and compatibility issues before they have a chance to impact your e-business success.

“We believe that WebSphere Commerce is the best sell-side e-commerce package in the market. WebSphere Commerce - Express...offers the functionality that all businesses want at a price any company can afford. We were amazed that this one price included a production, a staging, and a development environment. The way IBM has designed WebSphere Commerce - Express allows a standalone site to be in production as quickly as 30 days.”

–Harry W. Moser III, Vice President, IBM Business Partner CD Group Inc.

Get what you need in a single package

Just like larger companies, your business is on the line every day. And just as these enterprises, you don't want to risk deploying changes and updates to your e-commerce site without a robust, quality-assurance process in place. WebSphere Commerce - Express uses unique licensing guidelines that allow it to be installed on a second system as a preproduction staging server. Having a preproduction staging server gives you an important opportunity to find and correct errors before you promote new content to your production

The WebSphere Commerce - Express development environment, supported by IBM WebSphere Studio Application Developer, lets you customize your Web site as needed. Each license allows one developer to use the industry-standard tools in WebSphere Studio Application Developer. As your needs change, you can purchase additional developer licenses. The development environment has been enhanced to load faster and require a smaller memory footprint, combining to enable rapid and cost-effective turnaround on Web site changes.

8 simple steps to your new e-commerce site

Follow these steps to get your WebSphere Commerce - Express site up and running quickly:



In a single, comprehensive package, WebSphere Commerce - Express gives you the software you need to create and deploy your Web site with accurate, up-to-date content that can reinforce customer trust and protect your bottom line. Get a fast start by publishing a sample store and customizing it to meet your unique requirements. Use the basic features of the software first, adding more functionality when you're ready. With everything you need in one convenient package, you won't have to purchase, install and maintain individual software components in a piecemeal fashion, helping you to minimize the cost of your investment.

Accelerate your time to value through sample starter stores

To help reduce the time and resources required to get your Web site up and running, WebSphere Commerce-Express offers two starter store models that are designed to meet either a B2B or B2C scenario out-of-the-box. Use the starter stores as your base — and then add,

delete or change the content and design as required to meet your specific business needs. The starter stores are enhanced to be less complex and provide a clear, modular distinction between the presentation code and store process flow, making them easy to customize.

The starter stores each provide a complete end-to-end shopping flow and include the core capabilities required for online product presentation, search and ordering. The B2C store also provides several

consumer-oriented features, such as a wish list, and a variety of preconfigured discounts and promotions. The B2B store provides business-oriented features like purchase orders, members-only login and requisition lists. As your business requirements evolve, you can utilize more advanced features (for example, auctions and electronic coupons) in either starter store. You can even leverage a set of intuitive, guided selling tools, giving your customers a variety of search-and-discover capabilities to help them find the information they need quickly.



The starter stores for B2C or B2B are ready to go out-of-the-box but can be easily customized to meet your business needs.

Empower your business users with wizard-based tools

WebSphere Commerce - Express includes a collection of easy-to-use tools that simplify tasks for your site's business users. IBM WebSphere Commerce Accelerator provides the common interface that lets business users administer the site and perform activities related to product management, marketing and merchandising, order management and customer service. With an enhanced visual design and an intuitive design that incorporates step-by-step wizards for many tasks, business users can easily learn key store-management functions. And they won't need special technical expertise or assistance from your valuable IT resources.

WebSphere Commerce Accelerator also provides role-based authorization that can distinguish the various roles of each user within your organization, such as catalog administrator, merchandising manager or customer service representative. Based on a user's assigned role, it presents menu items through a user-friendly graphical user interface for just the specific tasks the user is authorized to perform. With these enhanced features, your business users can manage marketing activities and content for your e-commerce store, while your IT staff handles overall site administration.



Chevrolet dealership revs up Internet sales with e-commerce solution

Located in Milford, Ohio, Mike Castrucci Chevrolet car dealership specializes in the sale and service of Chevrolet and Oldsmobile cars and trucks. In ten years of operation, Mike Castrucci has become one of the leading car dealerships in the area, employing about 130 employees.

Based on the success of its brick-and-mortar General Motors (GM) accessories store, Mike Castrucci Chevrolet wanted to create a dynamic e-commerce Web site that could expand its customer base by enabling customers to buy GM accessories online. The dealership had a simple Web site that contained only static pages with some basic company information that was updated on a periodic basis. It lacked the capabilities that could help extend its market reach and build customer loyalty—like personalized content and up-to-the-minute product information. Mike Castrucci Chevrolet needed a resilient and highly secure, yet affordable, e-commerce infrastructure that could support on demand e-business. Working with IBM Business Partner Information Design Incorporated (IDI), Mike Castrucci implemented WebSphere Commerce - Express for its new online sales.

“With WebSphere Commerce - Express, we provided an affordable solution that allows MCC to protect its investment as it grows. Smaller companies like MCC are constantly seeking ways to extend their IT dollars, and WebSphere Commerce - Express enabled them to do exactly that.”

—James Green, WebSphere Practice Leader, Information Design Incorporated

After five short weeks the new Web site was up and running, delivering several thousand dollars of revenue in Internet sales, and between 1200 and 1500 hits a day. The intuitive product-management tools included in WebSphere Commerce - Express made it easy for the dealership to manage a growing GM accessory catalog that lists almost a thousand products. And the rich online merchandising features have enabled the dealership to create online selling spots to promote specific products.

The project has been so successful that Mike Castrucci Chevrolet plans to create another store Web site to sell branded accessories for its Ford dealership. “Selling products on the Internet is a new area for us. But thanks to IBM, we have created an image as an early adopter of emerging technologies, allowing us to strengthen our industry position and provide superior service through new sales channels,” says Robert Ernst, IT manager, Mike Castrucci Chevrolet.

Understand, reach and serve customers better

With WebSphere Commerce - Express software, you can monitor, analyze and understand customers' purchasing behaviors, so you can fine-tune your marketing efforts and meet each customer's individual needs. You can create long-term, profitable business relationships. Build detailed customer profiles based on predefined criteria, such as registration data and purchase history. Then you can use this information to initiate specialized marketing campaigns and promotions that target particular customer segments. With electronic coupons, online advertisements and product recommendations, you can reach customers that meet the specific criteria you define. You can also attract new customers and return visitors through targeted, personalized e-mail campaigns.

With rules-based technology, you can generate personalized content on a customer-by-customer basis. And using the included WebSphere Commerce Analyzer software, which can be integrated with a variety of popular report formatting tools, more than 250 detailed reports are available to help your business managers analyze customer activity, refine marketing strategies and forecast inventory needs.

Import and manage your catalog with intuitive tools that simplify administration

WebSphere Commerce - Express software makes it easy for you to import and manage your catalog data and collaborate with others involved in the content-management process. A catalog import utility enables you to bring your existing catalog data into the store easily by reading from a spreadsheet in comma-separated value (CSV) format. And then the intuitive product management tools packaged with WebSphere Commerce - Express empowers technical and business users to create, update and manage online catalog data. As products, availability and prices change, you can make this information available in real time to customers and employees. You can also configure and fully automate merchandising associations — as in cross-selling, up-selling and creating bundles and packages — between selected products so you can attract customers as you maximize wallet share.

Extend your reach to global customers

When you are selling on the Web you are automatically presenting yourself to a world-wide audience. As your business grows you may want to expand your site to support different languages and cultural preferences. WebSphere Commerce - Express offers multicultural support capabilities that allow customers to select their own preferences.

These preferences can range from simple information (date and currency format), to more complex information (page design and presentation) and can accommodate disparate content (language, taxation and shipping rules).

Build from a firm e-business foundation and broad platform support

Industry-leading IBM WebSphere Application Server software, included in WebSphere Commerce - Express, serves as the foundation of your commerce Web site. Using Java™ 2 Platform, Enterprise Edition (J2EE) technology, WebSphere Application Server creates an open-standards based environment that integrates with new and existing technologies. This flexible infrastructure, combined with broad operating system support, provides a foundation that frees you from being tied to a single proprietary platform.

WebSphere Commerce - Express supports the Microsoft® Windows® platform, IBM OS/400® for IBM @server® iSeries™ systems and Linux, one of the world's fastest-growing operating systems. Because it uses the same code base as the rest of the IBM WebSphere Commerce software family, you can easily upgrade or migrate to future versions. The result: reduced risk, IT investment protection and the capability to build new features quickly that work with existing systems and third-party applications.

The solution also includes IBM DB2® Universal Database™ Express Edition software. The database engine that powers the world's most demanding e-business applications, DB2 Universal Database (UDB) Express manages all the data used by WebSphere Commerce - Express. This includes the basic information required to run the server, as well as detailed information about individual customers, products and prices.

For more information

Through a single, cost-effective package tailored to the needs of small and midsize businesses, IBM WebSphere Commerce - Express software helps you get your commerce Web site up and running quickly. Its easy-to-use tools, rapid development environment and rich functionality empower business users and help to speed and simplify development, testing and production processes— whether you're just starting an online store or expanding your reach to new markets. With proven solutions, innovative technology and business expertise, IBM can help you implement your e-commerce strategies today—and prepare you to meet future business goals.

To learn more about IBM e-commerce solutions, contact your IBM Business Partner, IBM marketing representative or visit:

ibm.com/software/websphere/commerce

To locate an IBM Business Partner in your area, visit the IBM PartnerWorld® Web site at:

ibm.com/partnerworld

IBM WebSphere Commerce - Express, Version 5.6 at a glance

Supported platforms

- Microsoft Windows 2003
- IBM OS/400 for IBM @server iSeries® systems
- Linux for IBM @server xSeries® systems

Hardware requirements

- Processor:
 - For Windows 2003 and Linux for IBM @server xSeries systems: A dedicated Intel® Pentium® III 733MHz or higher processor
 - For OS/400 for iSeries systems: Server model 810-2465 or similar with a minimum CPW rating of 750 or higher
- Memory:
 - 1.5GB RAM
- Available hard disk space (for program files):
 - For Windows 2003: 2GB
 - For @server iSeries systems: 1GB
 - For Linux for IBM @server xSeries systems: 4GB
- A CD-ROM drive

Packaged software

- IBM DB2, Version 8.0 with Fix Pack 4
 - IBM WebSphere Application Server Advanced Edition, Version 5.0.2.3
 - IBM WebSphere Studio Application Developer, Version 5.1.1
 - IBM HTTP Server, Version 1.3.26.2
 - IBM WebSphere Commerce Analyzer, Version 5.6
 - Blaze Rules Server and Blaze Innovator, Version 4.5.5
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