



WebSphere Personalization for Multiplatforms

What's New In 3.5.2

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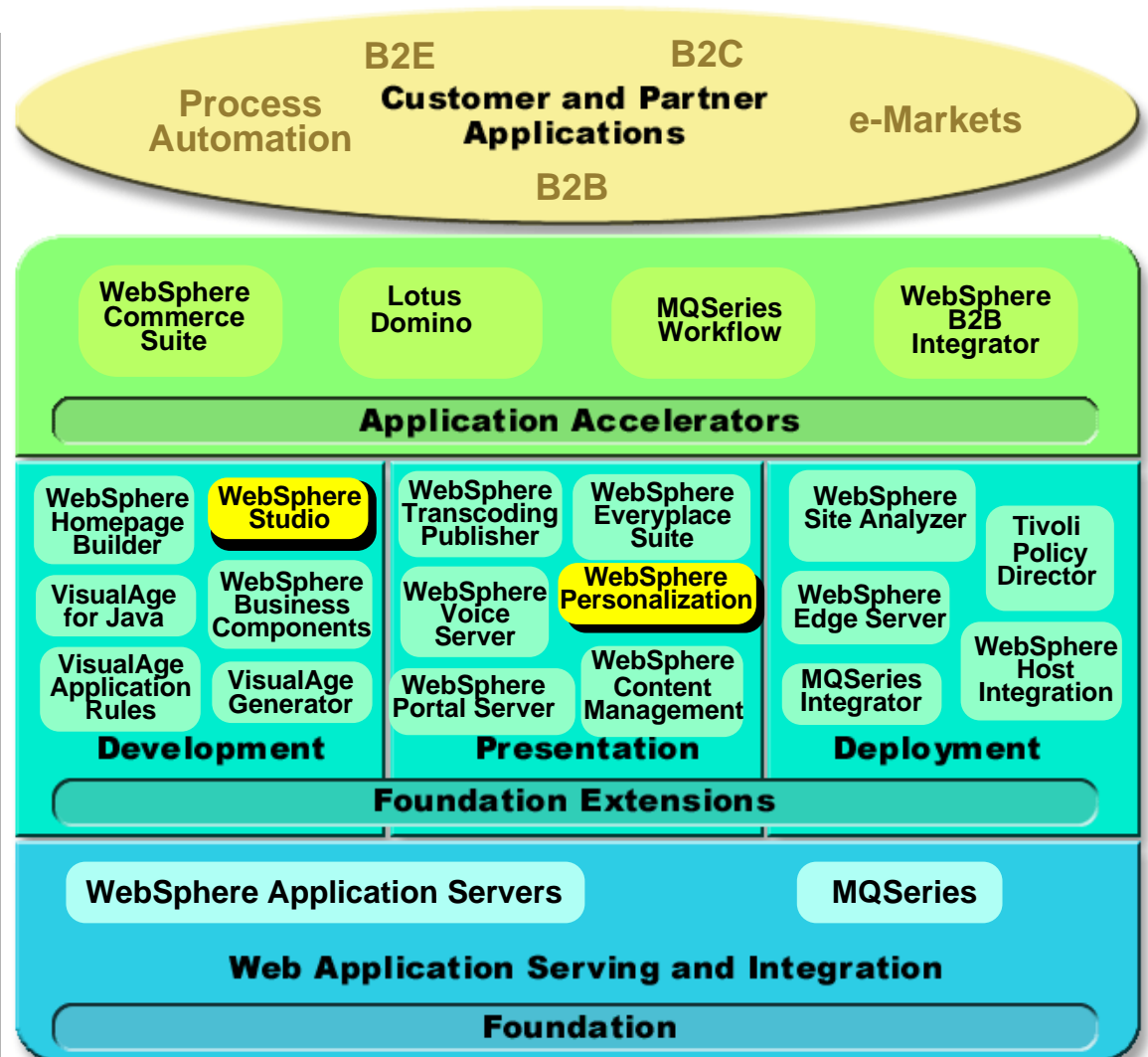
Topics

- **Overview of WebSphere Personalization**
- **What is new in 3.5.2**



One of the new additions to the platform IBM WebSphere Personalization V3.5

- 34 percent of total sales revenue on web sites is being driven by personalization
- 40 percent of electronic businesses use personalization software
 - ▶ Of those that don't, 93 percent plan to use it next year.





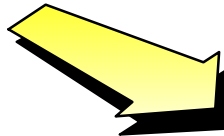
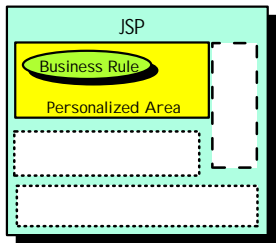
WebSphere Personalization Solution Elements

Web Site Developer



WebSphere Collaborative Profiles
Expansion Pack
250,000 additional registered users

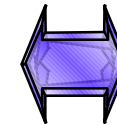
WebSphere Studio Advanced Edition
Business Rule Editor



WebSphere Personalization

Recommendation Engine
25,000 registered users

Rule Engine **Resource Engine**



Customer Supplied

Profiles

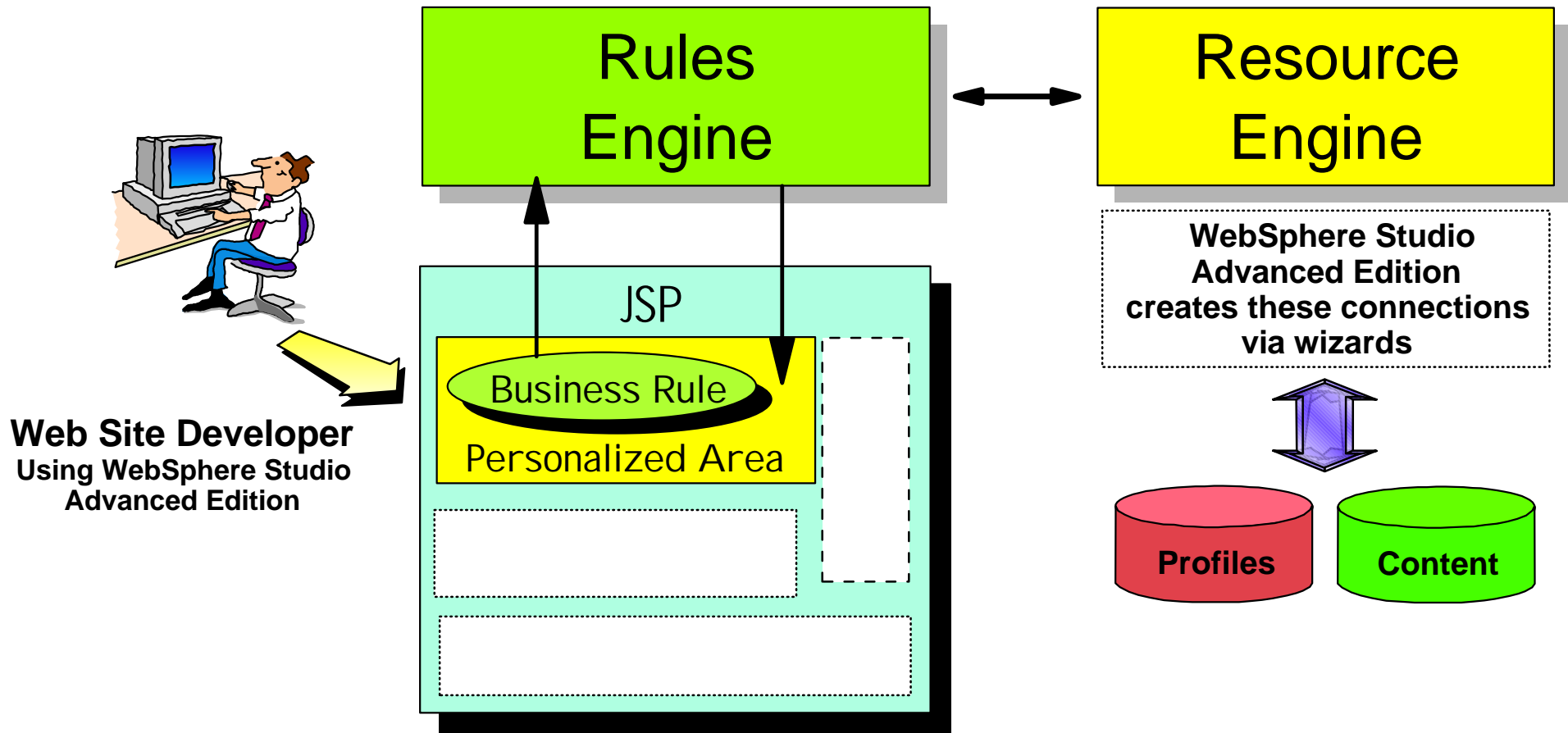
Content

WebSphere Application Server Advanced And Enterprise Edition
AIX, Solaris, NT, W2000, HPUX, AS400, Linux

Note: The Recommendation Engine currently supports AIX,NT, W2000 and Solaris



Business Rule Based Personalization Solution Flow



Integrated Solution For Design and Deployment



WebSphere Business Rules 3.5

Classify a site visitor

What service level are they entitled to - gold, platinum

What organization are they in HR, engineering, marketing

What interests them - skiing, sailing

.....whatever your business categories are

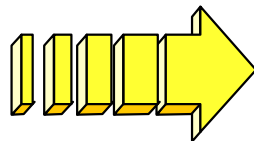
Action to be taken

Select a specific content type

Binding combine a classification + action rule

e.g. If Customer is gold select premium awards information

Rules are created using a sentence like template



Classifier

CustomerLevel is

Gold

when Resource.Attribute is Value



Business Rules Created Using Point & Select Menus

CustomerLevel is
Gold
when Resource.Attribute is Value



Specify Attribute

Select the Attribute :

Article	CompanyName
Product	Email
Profile	Enterprise
Promotion	Industry
Today	TotalSales
	Username



Specify Evaluation

Select the Evaluation:

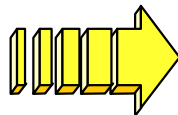
- is equal to
- is not equal to
- is less than
- is greater than**
- is less than or equal to
- is greater than or equal to
- is between
- is between but not equal to
- is included in



Specify Value

Specify a value or choose the value of another attribute:

Completed
Business Rule



CustomerLevel is
Gold
when Profile.TotalSales is Greater Than 10000



New Rule Capabilities In 3.5.2

■ WebSphere Personalization 3.5

- ▶ Build business rules that base personalization strategies on:
 - What is stored in a users profile
 - Attributes of stored content
 - Date and time

■ Added in WebSphere Personalization 3.5.2

- ▶ Quick classifier rule
 - Fast two step process for building simple rules when only one condition is required to be evaluated for an action to be taken
- ▶ Build business rules that base personalization strategies on:
 - What is taking place during a session
 - Develop classifier and action rules using session state variables and page request parameters using the rule editor
- ▶ Use business rules to update :
 - Site visitor's profile property
 - Session state variable
 - Application object property





New Rule Capabilities In 3.5.2

- **Examples of how these new capabilities enhance a site owner's personalization options**
 - ▶ Sample 1 - allowing a business rule to access a page request parameter
 - Visitor to a travel site clicks a button requesting information on midwinter vacations
 - This creates a page request with a parameter for midwinter vacations
 - A business rule can use this parameter to define what personalized content is displayed
 - ▶ Sample 2 - allowing a business rule to access a session state variable
 - Visitor to a financial site requests that mutual fund information be mailed to them
 - The date is April 1 which is 14 days before USA tax returns are due
 - The site maintains as session state variable the fund information request, and also if an IRA kit has been requested
 - An action rule can use these session state variable to determine if a suggestion to request an IRA kit should be displayed to the site visitor
 - ▶ Sample 3 - using a business rule to update a profile property
 - Each time a site visitor views ski clothing on a retail site, increment the "interested in ski clothing" property in their profile by one
 - Use the "interested in ski clothing" profile property in a business rule to determine who should be shown ski apparel as a suggested purchase



New Linux Support In 3.5.2

Rule and Resource Engines

WebSphere Personalization for Multiplatforms V3.5.2

Rule and Resource Engines

GA = January 26, 2000

WebSphere Application Server Advanced Edition for Linux V3.5

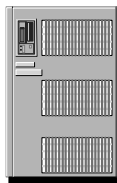
GA = December 15, 2000

WebSphere Application Server Advanced Edition for Linux for S/390 V3.5

GA = January 26, 2000

Linux

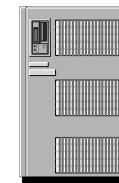
- ▶ RedHat 6.2
- ▶ Caldera 2.3 e-Server
- ▶ TurboLinux 6.0
- ▶ SuSE 6.4



Intel

Linux

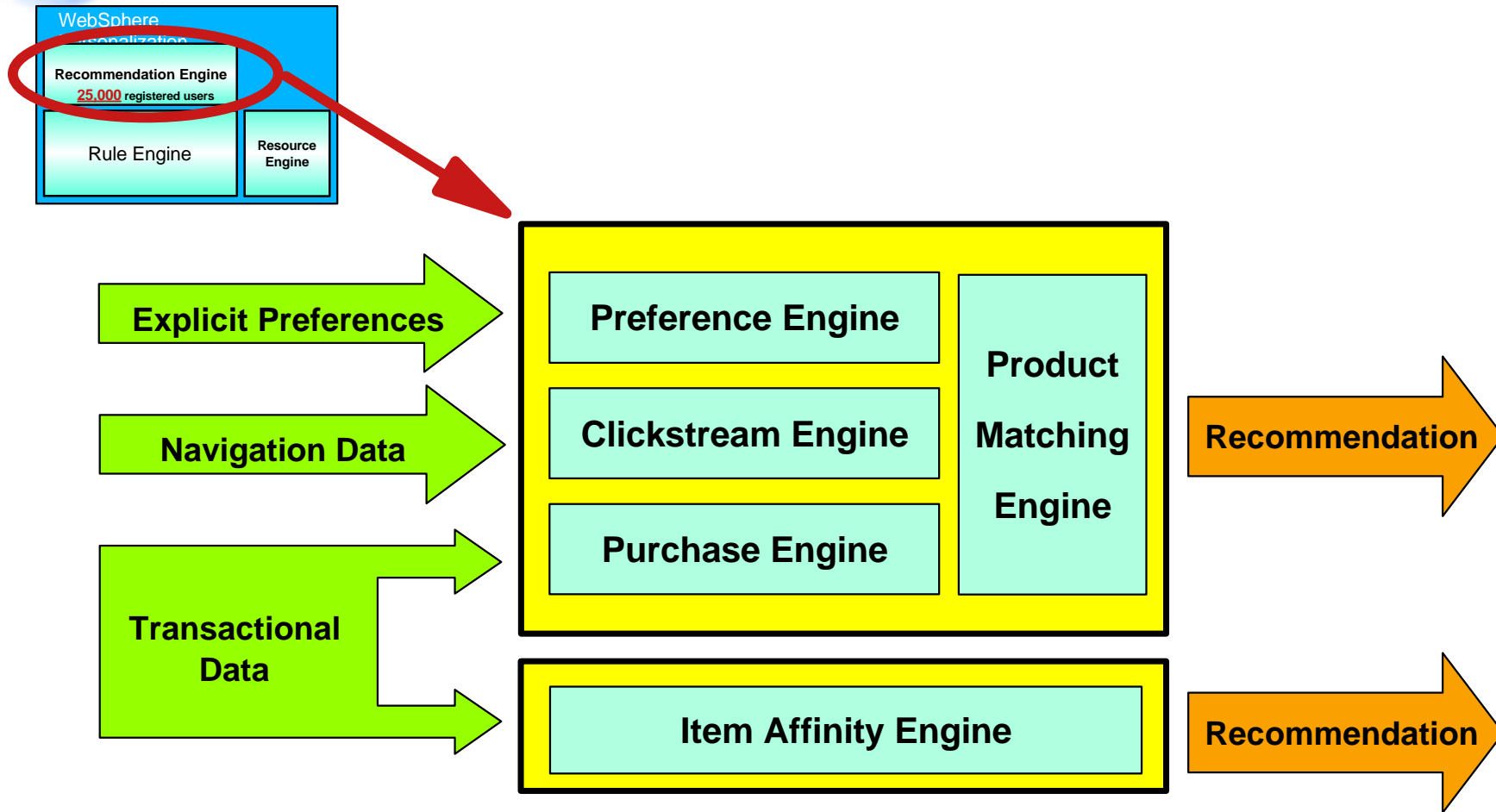
- ▶ SuSE 6.4



390



Recommendation Engine 3.5



★ Complementary to business rules

- Uncovers new buying patterns that may not be captured in business rules
- Adapts to changes in buying patterns without the need to create new business rules

★ Uses LikeMinds Personalization Server V5.0 developed by Macromedia

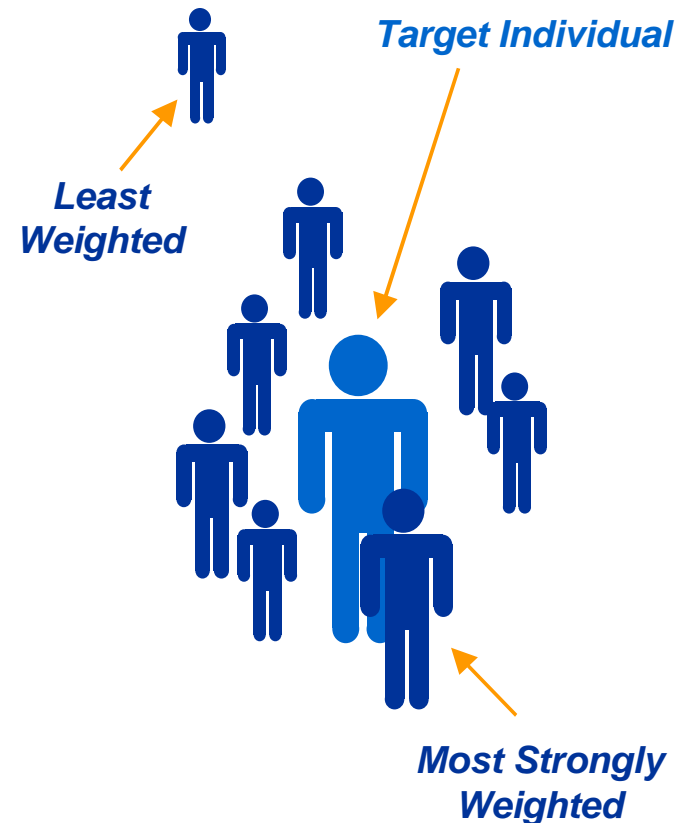


Recommendation Engine 3.5

Collaborative Filtering

How it works

1. Build user profile in real-time based on user interactions (implicit and explicit).
2. Identify users with similar profiles.
3. Mark most similar users as the target user's "mentors."
4. Weight mentors on how similar they are to the target user.
5. Generate recommendations based on mentors' behaviors.



Example of collaborative filtering can be found at:
<http://www.moviecritic.com/>



Recommendation Engine 3.5

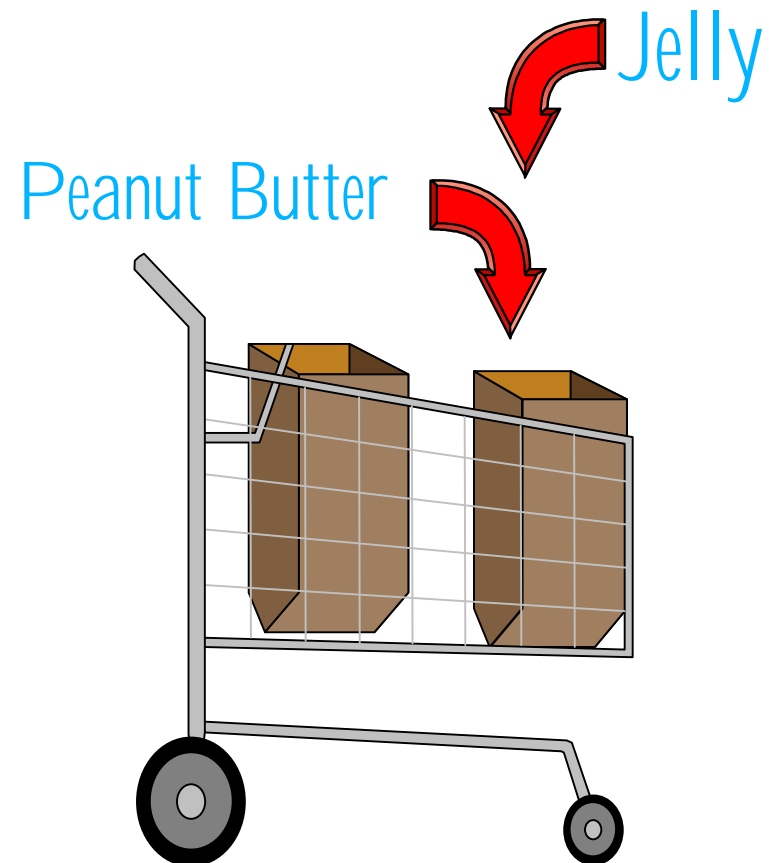
Item Affinity Engine

How it works

1. Based on Market Basket Analysis (MBA)
2. Look at pair association of items that were bought together
3. Given an item, determines which other item is most likely to be purchased at the same time

When it is used

1. Lots of SKUs but small number of visitors
2. Used at Point of Sales for up-sell and cross-sell





Recommendation Engine

What's New In 3.5.2

- **Support for AIX**

- ▶ 3.5 supported Windows NT, Windows 2000 and Solaris

- **Java Beans for simplified invoking of the recommendation engine**

- ▶ Available for download from WebSphere web site
- ▶ <http://www.ibm.com/software/webservers/personalization/>

- **Group 1 translation**

- Brazilian-Portuguese French, German, Spanish, Italian, Japanese, Korean
Simplified Chinese, Traditional Chinese, English

- **Sample application (MovieCritic) now NLS compliant**



3.5.2 Refresh Schedule

■ **Current 3.5 products**

- ▶ WebSphere Studio Advanced Edition V3.5
- ▶ WebSphere Personalization for Multiplatforms V3.5
- ▶ WebSphere Personalization for AS/400 V3.5

■ **What is being refreshed on January 26, 2001**

- ▶ WebSphere Studio Advanced Edition V3.5.2
- ▶ WebSphere Personalization for Multiplatforms V3.5.2
- ▶ Existing users of WebSphere Personalization 3.5 and WebSphere Studio Advanced Edition 3.5 can receive the 3.5.2 refresh for their respective product. Details will be placed on the WebSphere Personalization web site

■ **WebSphere Personalization for AS/400 V3.5 will be refreshed at a date to be announced in the future**

- ▶ WebSphere Personalization for AS/400 V3.5 can be used with WebSphere Studio Advanced Edition V3.5.2 with the exception of the new 3.5.2 function. Details of these restrictions will be documented in release notes.



Sample Configuration And Pricing No Change In Prices



WebSphere Studio
Advanced Edition
Business Rule Editor

➔ **\$1,999**
per install

WebSphere
Collaborative Profiles

Expansion Pack
250,000 additional registered users

➔ **\$79,000**
per install

+

Recommendation Engine
25,000 registered users

➔ **Included in
WebSphere
Personalization**



Recommendation Engine
Client

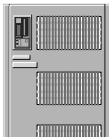
Rule Engine Resource Engine

➔ **\$10,000**
per processor

WebSphere Application Server
Advanced Edition

➔ **\$7,500**
per processor

AIX, Solaris, NT, W2000, HP-UX, AS400



Recommendation Engine
Client

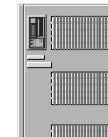
Rule Engine Resource Engine

➔ **\$10,000**
per processor

WebSphere Application Server
Advanced Edition

➔ **\$7,500**
per processor

AIX, Solaris, NT, W2000, HP-UX, AS400





Sample Pricing

	Servers	Processors Per Server	Additional Users Registered In Recommendation Engine	Chargeable Units	List Price Per Unit	Total List Price
WebSphere Studio Advanced Edition	<i>not applicable</i>	<i>not applicable</i>	<i>not applicable</i>	5	\$1,999	\$9,995
WebSphere Studio Advanced Edition	<i>not applicable</i>	<i>not applicable</i>	<i>not applicable</i>	1	\$10,000	\$10,000
WebSphere Personalization	8	2	<i>not applicable</i>	16	\$10,000	\$160,000
WebSphere Collaborative Profiles	<i>not applicable</i>	<i>not applicable</i>	500,000	2	\$79,000	\$158,000
WebSphere Application Server Advanced Edition	8	2	<i>not applicable</i>	16	\$7,500	\$120,000

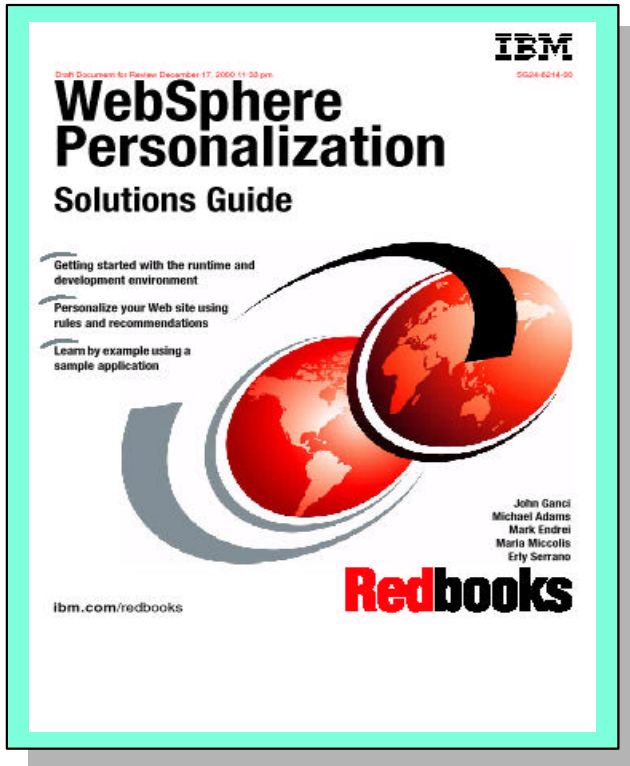
Total List ==: \$457,995

Note:

The above is intended to demonstrate how the WebSphere components are priced and does not include all prerequisites for an operational system



New WebSphere Personalization Solutions Guide



- ▶ **WebSphere Personalization Solutions Guide, SG24-6214-00** available at the following URLs
 - External site - <http://www.redbooks.ibm.com/>
 - Internal site - <http://w3.itso.ibm.com/>
- ▶ **300+ pages covering the following:**
 - Part 1, "Getting Started", describes the concepts related to personalization, and guides you through the features of the WebSphere Personalization product.
 - Part 2, "Personalization using the Resource and Rules Engines", provides an in-depth explanation of the features of the Resource Engine and Rules Engine.
 - Part 3, "Personalization using the Recommendation Engine", provides an in-depth explanation of the features of the Recommendation Engine and sample code to implement collaborative filtering based personalization.



Summary

New 3.5.2 function

- **Use business rules to personalize a site based upon what is taking place during a session**
- **Rule and Resource Engines support Linux**
- **Recommendation Engine**
 - ▶ AIX support
 - ▶ JavaBean classes for JSP based application
 - ▶ Group 1 translation

Solutions Guide available



HQ Contacts

■ WebSphere WW Marketing

- ▶ *Christoph Dermond - Manager WW Sales Foundation Extensions*
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- ▶ *Jay A Zeltzer - WW Focal Point and EMEA, Personalization*
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- ▶ *Jim Roberson - Asia Pacific, Personalization*
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■ WebSphere Market Management

- ▶ *Robert Bojanek - Market Manager, Personalization*
 - Robert Bojanek/Somers/IBM@IBMUS



On Line Information

- WebSphere Personalization can be found at:
 - ▶ www.ibm.com/software/webserver/personalization
- Online resource for personalization sales
 - ▶ <http://w3.software.ibm.com/sales/aim/prod/webpers/>
- IBM P3P Policy Editor free download available at:
 - ▶ www.alphaworks.ibm.com/tech/p3peditor
- Press release summarizing IBM and Macromedia (LikeMinds) relationship
 - ▶ www.ibm.com/software/webserver/macromedia/p000530.html
- IBM AIM Services are available for WebSphere Personalization. You can contact them by message to:
 - ▶ AIM Services/Raleigh/IBM
 - ▶ Note: These services will initially be available in North America only
 - ▶ <http://w3.aimservices.ibm.com/offerings/wssoln001.htm>
- Competitive information
 - ▶ <http://T25SND02.torolab.ibm.com/Reference/Function/WWAIMSales/AIMInfo/AIMCOMP.NSF/>