



## WebSphere Commerce Digital Media Enabler: SMB Pilot

**Shared Vision Group : An IBM Premier Certified for E-Business Partner**

*New York, San Francisco, Washington D.C. Fairfax, VA RTP, NC New Orleans, LA*



### **Description**

This service offering describes the "pilot" parameters that can be used to implement a simple yet illustrative and operational installation of WDME. The purpose of such a pilot installation is to give the customer a perception of how WDME operates, what it can achieve, and how it can be customized to suit the individual customer's needs. The number estimates and hardware options used in this general description are appropriate for a typical prototype implementation of WDME, and should be scaled up or down as required to fulfill the pilot goals.

### **General Configuration**

The following specifications outline a simple pilot implementation of WDME:

- Server #1 - Web server (HTTP), WebSphere Application Server (WAS), WebSphere Commerce Suite (WCS), Payment Manager, DB2 Database (for WAS and WCS)
- Server #2 - Content Manager (CM), DB2 Database (for Library Server and Object Server)
- Enterprise Information Portal server/client
- Multimedia content - movies and hi-resolution image stills

### **Order Process Programming**

The pilot implementation is based on using the simple ordering process that is included with WebSphere Commerce Suite, while taking advantage of some of the extra WDME order functionality:

- Company logo and background color may be added to order pages/servlets
- Text instructions may be added to order pages/servlets
- Order process pages/servlets must be accepted "as is" in terms of features
- Shipping calculation methods must be chosen from the list included with the WCS software - immediate download facility will also be provided
- Completed orders will be viewed through the WCS management console
- Email notification will be provided for the store owner and customers

### **Graphic Design and Page Programming**

The "front end" of the web site will consist of the following components:

- Home page:
  - Graphic corporate banner
  - Images (optional) - supplied by customer
  - Text material - supplied by customer
- Catalog "Front Cover" page
  - Section banner w/ links to categories
- Corporate information page
- Contact company page

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### **Graphic Design & Page Programming (continue)**

The Design of the "Content Catalog" will be limited to:

- Three "Category" page designs
- One "Product" page design
- Minor changes, such as background color, may be included to differentiate categories
- 100-150 multimedia items in total, including movies and image stills, and content description
  - Content media stills will be provided in the appropriate formats/resolutions
  - Multimedia content will be provided in the appropriate video formats/resolutions
- All photographs and images for the main site will be provided in GIF or JPEG format

### **Shared Vision Group Tasks**

The following are Shared Vision Group tasks for the implementation of the pilot.

- Installation and testing of the servers 32 hours
- Choosing and creating a store model 16 hours
- Configuration of Site Information and Order Templates 36 hours
- Creative Direction (design sketches & consultation) 60 hours
  - Creating HTML pages to lead to catalog
- Creating Category and Product templates 50 hours
- Populating the database with Product Data 10 hours
- Populating the database with Multimedia Content 30 hours
- Modifying the shopping/ordering process 52 hours
- Adding/customizing functionality 60 hours
  - Tax calculation module
- Planning, consultation, project management 320 hours

### **Options**

The following functionality is NOT included in the typical pilot implementation:

- Expansion of web site beyond above specifications
- Cybersource Integration (real-time credit card validation)
- All API programming is additional, such as:
  - Adding the ability to enter purchase order numbers
  - Adding the ability to choose tax exempt status
  - Orders sent via eMail or integrated into client's existing order entry system (back-end integration)
- Marketing program assistance - market research for your products on the Internet, purchasing keywords from the Search Engines, etc.
- Hosting options and site maintenance

Standard Hours: 648 hours

Standard Price: \$75,000

= \$123.45 per hour



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**Shared Vision Group -- winner of IBM's Beacon Award recognizing the best WebSphere e-business Solution worldwide – creates custom applications to help organizations operate smarter and more efficiently.**

### Service Offerings

#### Idea to Implementation

Shared Vision Group offers a complete project package: Project Definition, Business Modeling, Graphic Design, Technology Recommendations, Architecture, Development, Implementation and Hosting. These services may be performed in Shared Vision Group's System Integration Centers or on-site with the client.

#### Team Enhancement

Resources are available for specific project support in multiple areas of expertise, including Data Modeling, Technology Architecture, Project Management, Legacy System Integration, Development and E-Case Assessment Services.

### Why Shared Vision Group?

- Proven record of success, with **over 90% of clients** as repeat customers.
- Utilize full life cycle methodology, which has evolved from traditional practices, to ensure **on time and on budget project completion.**
- Proven repeatable Digital Media Solutions in:
  - Training
  - Architecture Assessment
  - Installation and Configuration
  - Pilot

### Resource Skillsets

**WebSphere Application Server**

**WebSphere Commerce**

**WebSphere Commerce for Digital Media**

**IBM Content Manager**

**WebSphere Portal Server**

**Complex Auctions & Exchanges (WCS)**

**Java, C++, Net.Data, HTML, Javascript**

**Flash, Photoshop, Illustrator, Multimedia Design**

**Business Analysis and Project Management**

**DB2, SQL Server, Oracle**

**Legacy System - CICS/Mainframe Integration**

### Abbreviated Customer List and Work

Sekani [www.sekani.com](http://www.sekani.com)

SciQuest.com [www.sciquest.com](http://www.sciquest.com)

(login required)

National Geographic [www.nationalgeographic.com](http://www.nationalgeographic.com)

(login required)

IBM Global Asset Recovery System

Quad Graphics [www.qg.com](http://www.qg.com)

(login required)

Optical Cable [www.occfiber.com](http://www.occfiber.com)

FEMA [store.msc.fema.gov](http://store.msc.fema.gov)

Infinity QS [www.infinityqs.com](http://www.infinityqs.com)

The Brunswick Corporation - Omnifitness

[www.omnifitness.com](http://www.omnifitness.com)

Forest2Market [www.forest2market.com](http://www.forest2market.com)

Givaudan [www.givaudanaccess.com](http://www.givaudanaccess.com)

SciQuest.com [www.sciquest.com](http://www.sciquest.com)

(login required)

Dalton Box [commerce.nationalpsg.com](http://commerce.nationalpsg.com)

(login required)

Carpenter Technologies

Fleet Securities / US Clearing [www.usclearing.com](http://www.usclearing.com)