IBM **Commerce**

Modern World

Thomas Hurek
IBM DX Services US

Sven Sterbling
IBM DX Services DE

David Winter
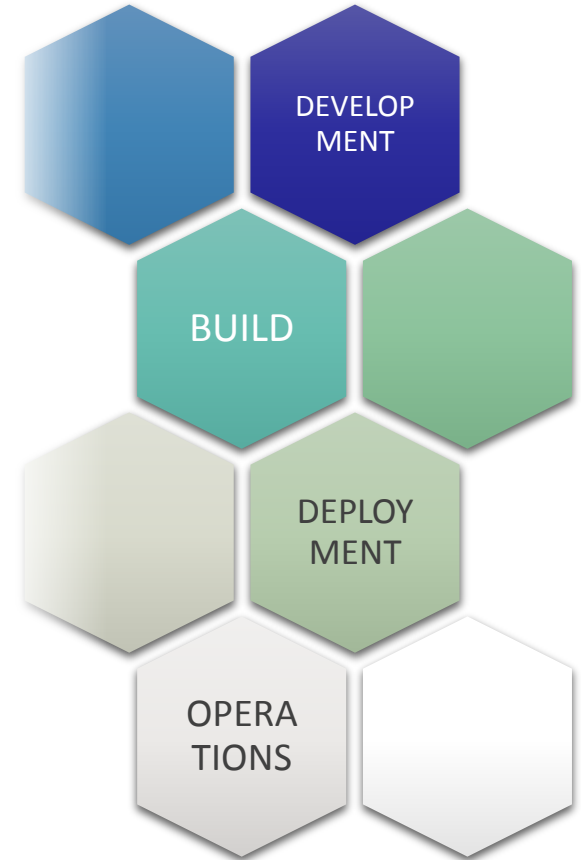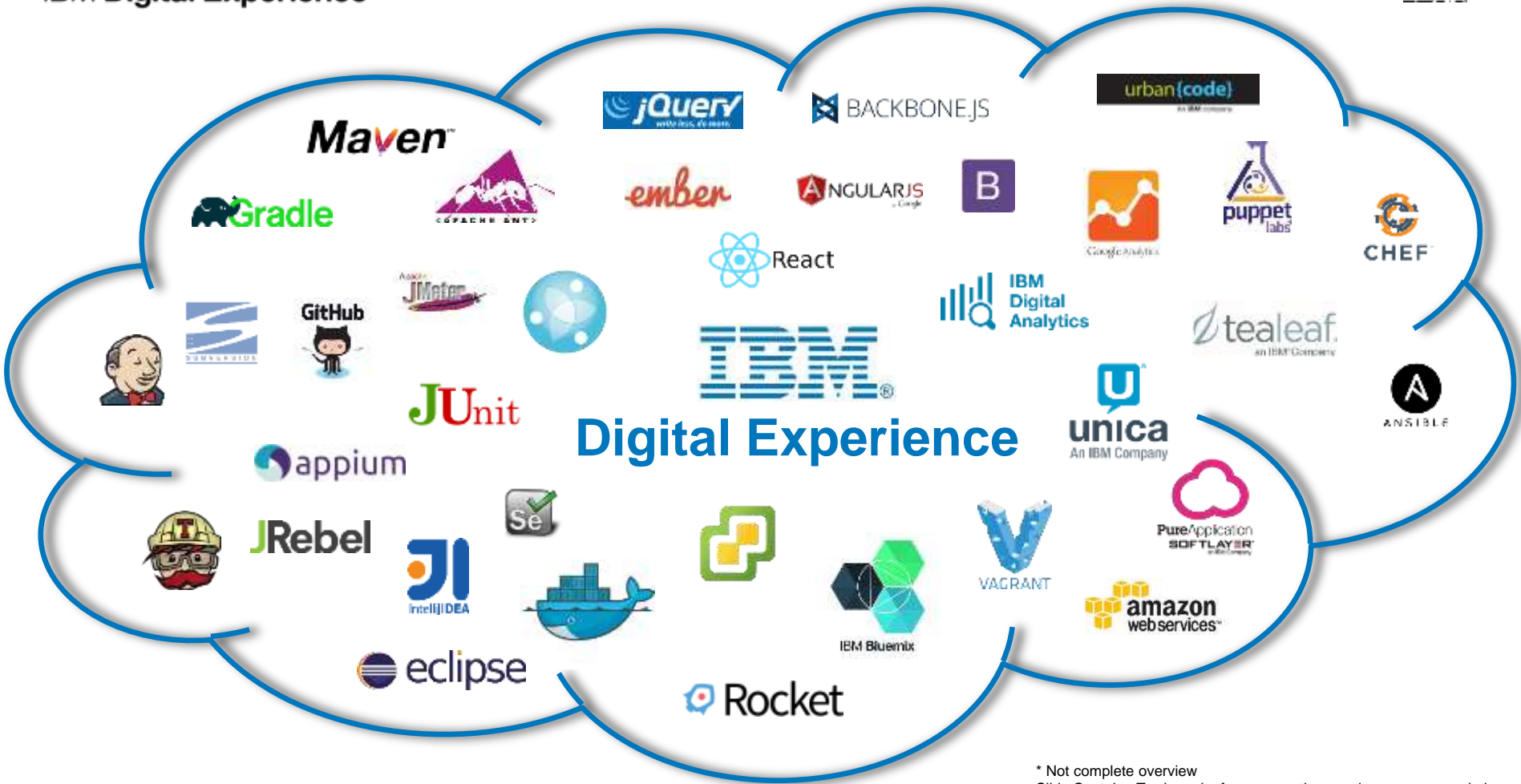IBM DX Development DE

2-Speed IT

Traditional IT: Goal Reliability

- Long-term development plans and cycle times

- Process & IT driven

- Critical for core transactional and financial activities and risk- and regulatory-compliance management

Agile IT: Goal: Short time to market

- Short-term plans und shorter cycle time

- Business und end-user UI driven

- Iterative and modular development models

DEVELOP
MENT

BUILD

DEPLOY
MENT

OPERA
TIONS

* http://www.gartner.com/it-glossary/bimodal/

Digital Experience

Modern Web Development

Libraries

UNDERSCORE.JS

jQuery

Single Page Applications

ANGULARJS React + Flux BACKBONE.JS ember aurelia elm

Asset management + Automation

webpack GRUNT Gulp npm YEOMAN

And many more... (Unordered)

Responsive Design

RESTful HTTP

(Web) Components

(Modern) Web Development with DX

- Script Portlet
- DX Sync
- Web Developer Toolkit
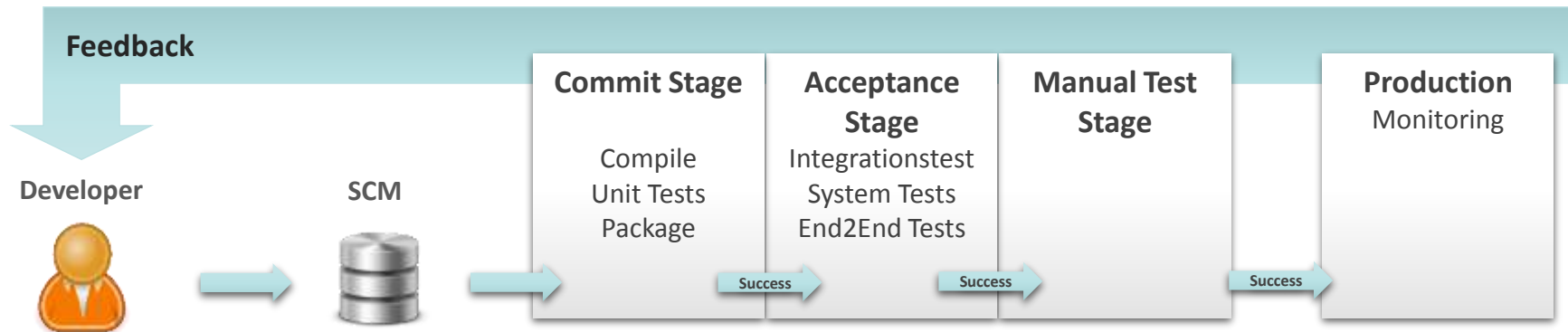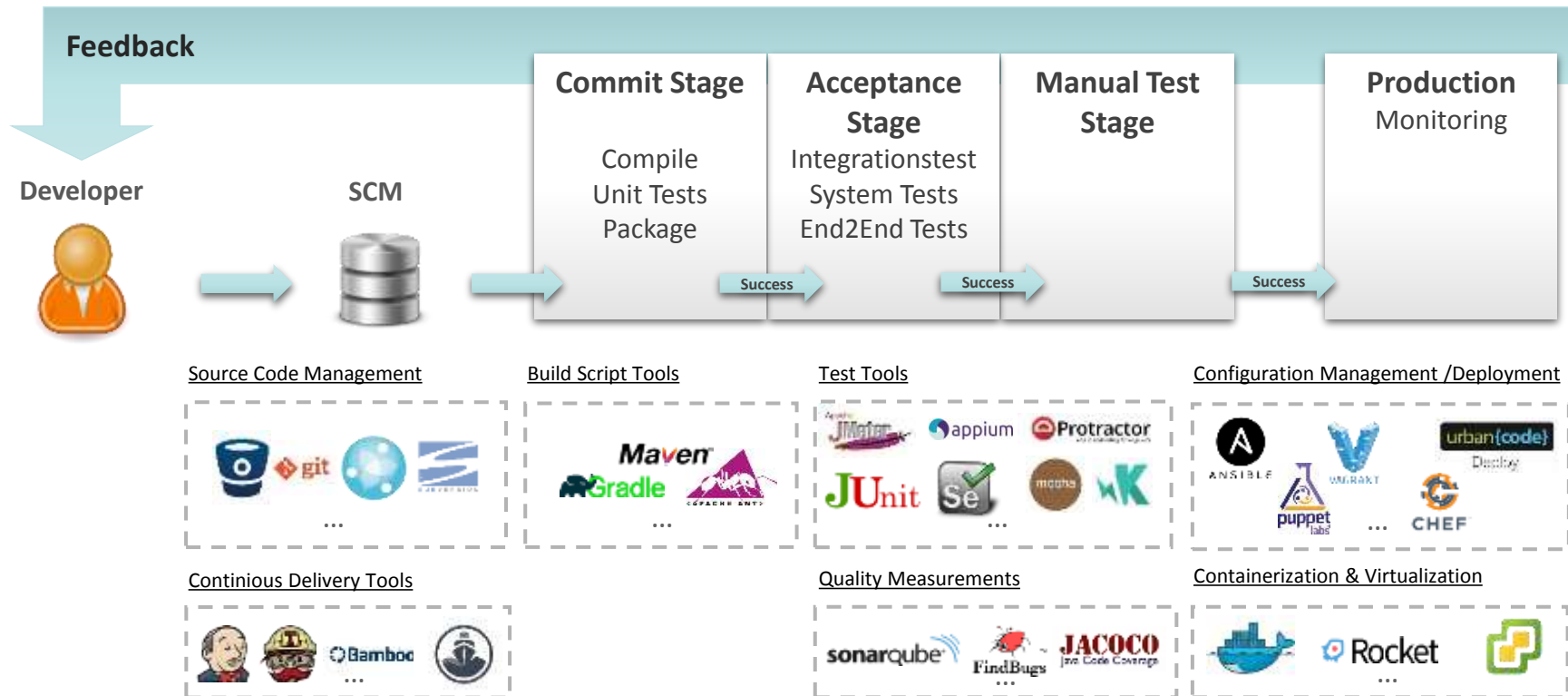- Web-UI-Prototyping Toolkit
- Bluemix

DX Blog
https://developer.ibm.com/digexp/

Modern Runtime

Build & Deployment

General Pipeline

Feedback

Developer

SCM

Commit Stage

Compile
Unit Tests
Package

Success

Acceptance Stage
Integrationstest
System Tests
End2End Tests

Success

Manual Test Stage

Success

Production
Monitoring

General Pipeline and supporting tools

Feedback

Developer

SCM

Commit Stage

Compile
Unit Tests
Package

Acceptance Stage

Integrationstest
System Tests
End2End Tests

Manual Test Stage

Production
Monitoring

Success

Success

Success

Source Code Management

Build Script Tools

Test Tools

Configuration Management /Deployment

Continious Delivery Tools

Quality Measurements

Containerization & Virtualization

Package and Deployment

- Ability to package artifacts in Portal Application Archive

- Out-of-the-box APIs for automated deployment

  - Wsadmin

  - Xmlaccess

  - PAA Install

- Tools support for automated Deployment (example UrbanCode Deploy→)
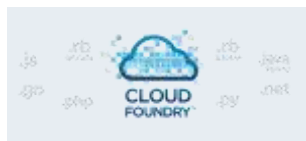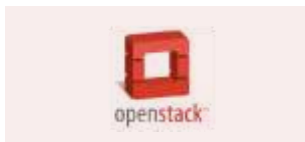
Modern Runtime

Cloud

Options

- PureApps
- Softlayer
- DX on Cloud
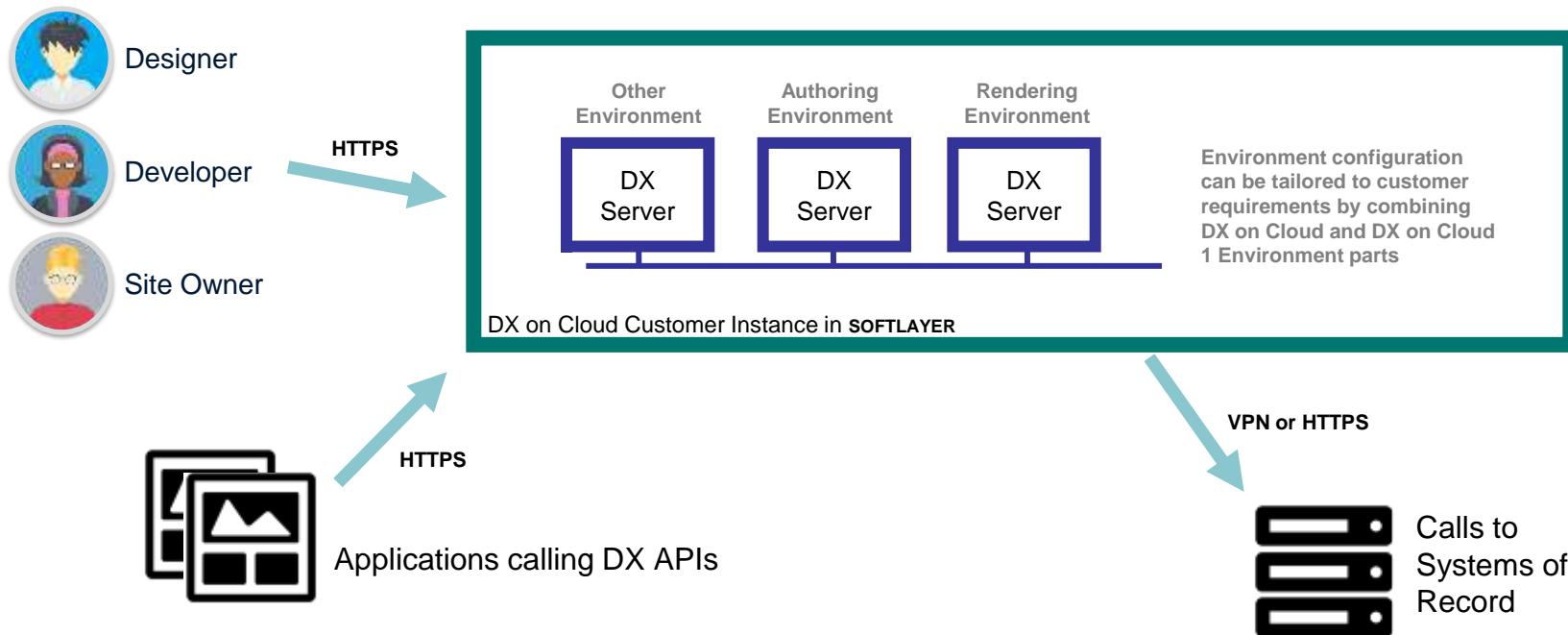- Amazon Web Services Business partner

- VMWare, Docker, Open Stack container deploy anywhere
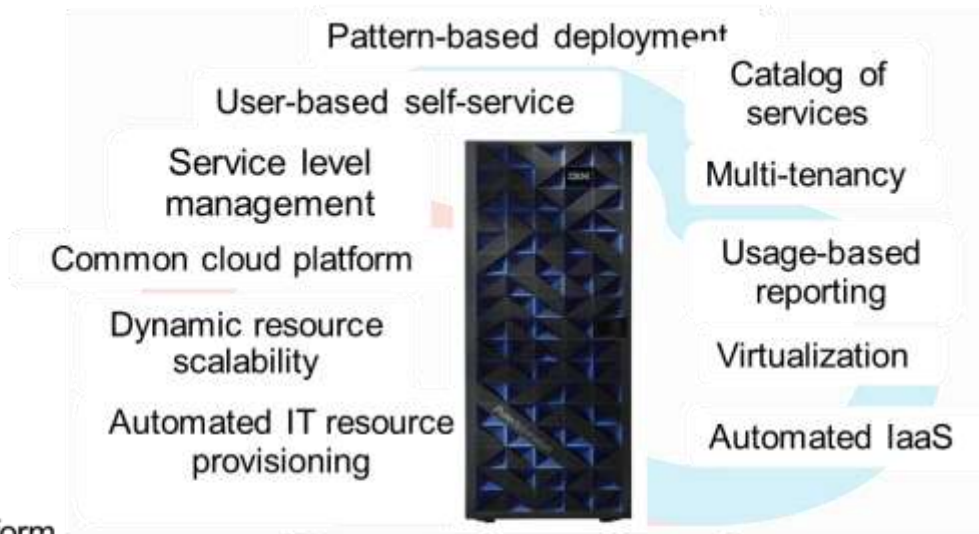
IBM Digital Experience on Cloud
provides a secure customer environment isolated from other clients

Designer

Developer

Site Owner

HTTPS

Other Environment

Authoring Environment

Rendering Environment

DX Server

DX Server

DX Server

Environment configuration can be tailored to customer requirements by combining DX on Cloud and DX on Cloud 1 Environment parts

DX on Cloud Customer Instance in **SOFTLAYER**

HTTPS

Applications calling DX APIs

VPN or HTTPS

Calls to Systems of Record

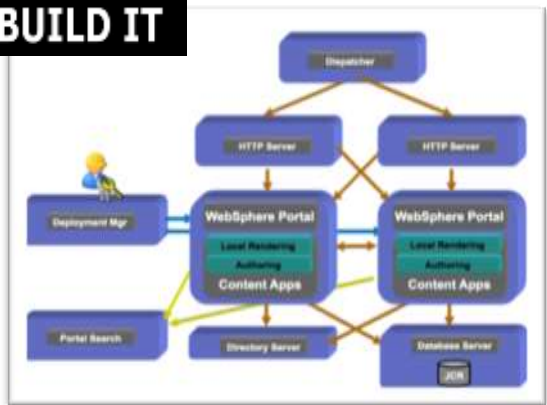# IBM PureApplication

Expert integrated:

- Platform for applications
  - Application server
  - Database services
  - Compute (x86 or POWER)
  - Storage
  - Networking

- Platform management

- Built-in expertise – Infrastructure, platform, and application patterns

- Up and running in **less than 4 hours**

- Deploy and automatically scale applications **in minutes**

Pattern-based deployment

User-based self-service

Service level management

Common cloud platform

Dynamic resource scalability

Automated IT resource provisioning

Catalog of services

Multi-tenancy

Usage-based reporting

Virtualization

Automated IaaS

PureApplication

Built-for-cloud platform system simplifying lifecycle **deployment** and **management** of applications

# IBM Digital Experience on IBM PureSystems
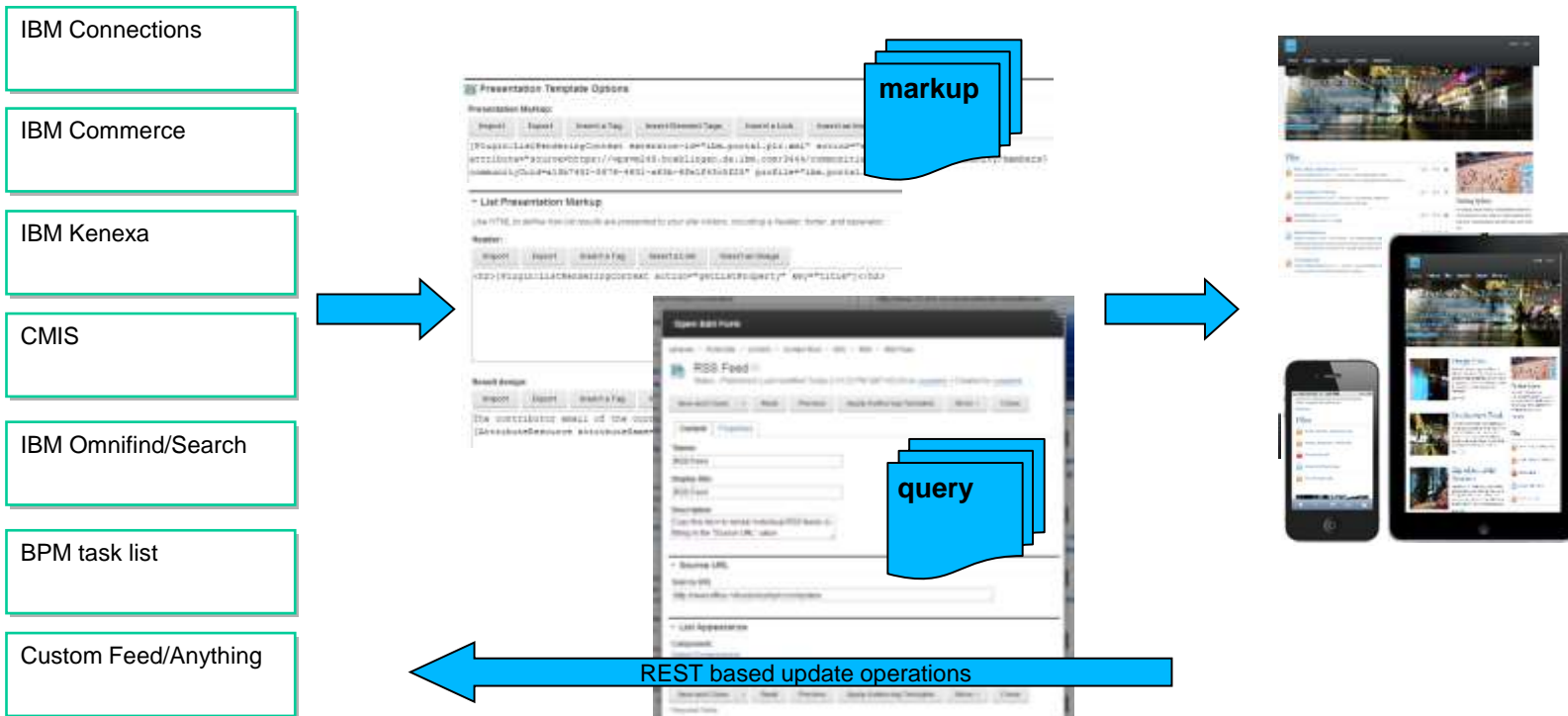
Modern Runtime

↑

Integration

Integration

- Provides powerful and flexible integration features

  - REST services - external applications or services

  - Ajax proxy with SSO features

  - Digital Data Connector, Web Application Bridge, and Web App Integrator

- Java-based tools such as Rational Application Developer and

  Web Experience Factory

- Pre-built integrations are available:

  - IBM Connections, IBM WebSphere Commerce, and IBM Business

    Process Manager

- Integration samples and articles available:

  IBM Business Process Manager, Bluemix, IBM Forms, MS SharePoint, and SAP

- Instrumented for analytics with IBM Tealeaf and IBM Digital Analytics (Coremetrics, Unica)
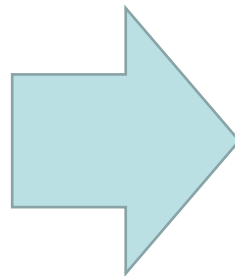

IBM Connections

IBM Commerce

IBM Digital Analytics

IBM Business Process Manager
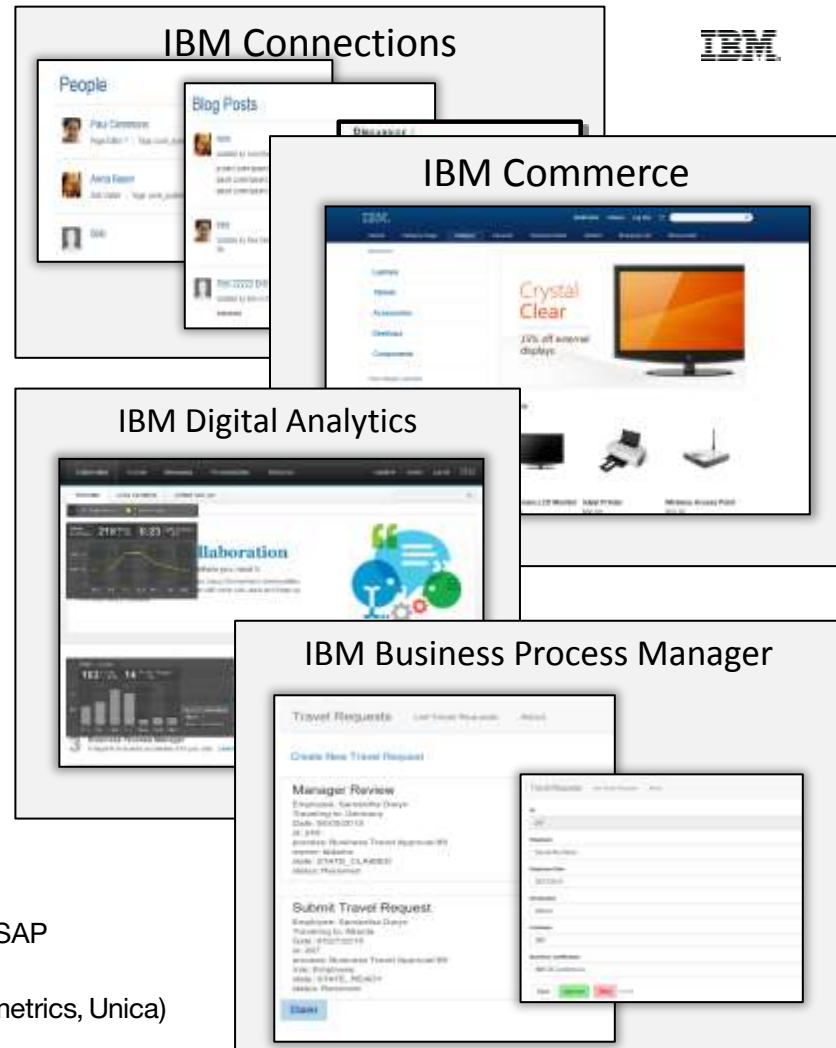
Digital Data Connector (DDC): *Use WCM design components to render any external data, with no Java coding or deployment*

IBM Connections

IBM Commerce

IBM Kenexa

CMIS

IBM Omnifind/Search

BPM task list

Custom Feed/Anything

markup

query

REST based update operations

Forms Experience Builder (FEB): Build complete data entry form solutions in minutes right from the browser without any coding

Client Side Integration

DATAPOWER technology

CAST IRON SYSTEMS
An IBM Company

RESTful Services

Web Services

IBM Cloudant®

CouchDB

API Management
IBM

SWAGGER

IBM Bluemix
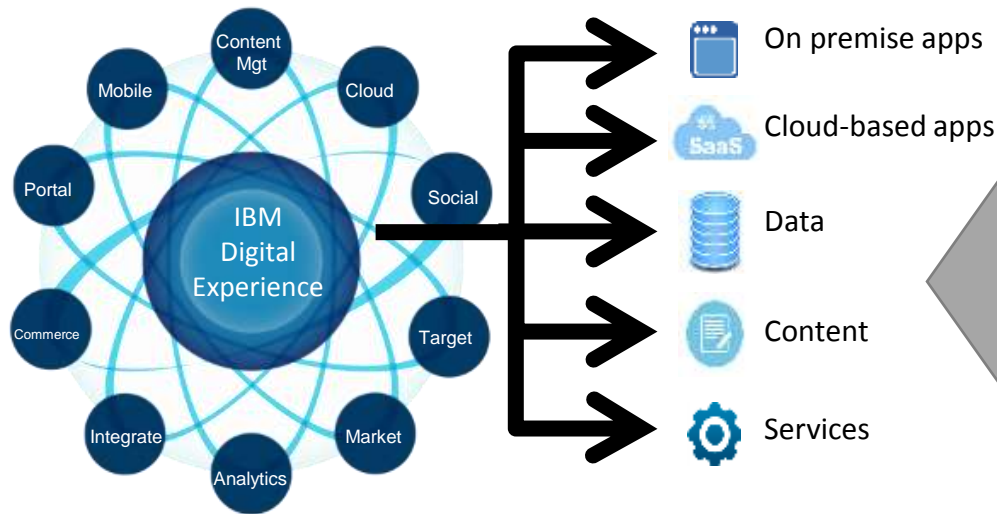
amazon
web services™

Location
Personalization
History
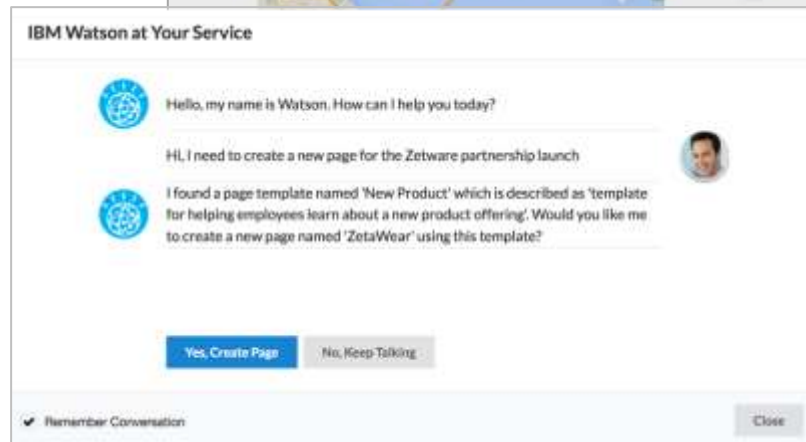Device
…

Bluemix Integration

On premise apps

Cloud-based apps

Data

Content

Services

The Bluemix ecosystem contains both headless and visual services – which

form a subset of an overall experience "on the glass"

IBM **Bluemix**™

IBM Digital Experience

DX Bluemix & Watson Samples

- Watson Q&A
- Watson Sentiment Analysis
- Weather data prediction
- Watson Translation
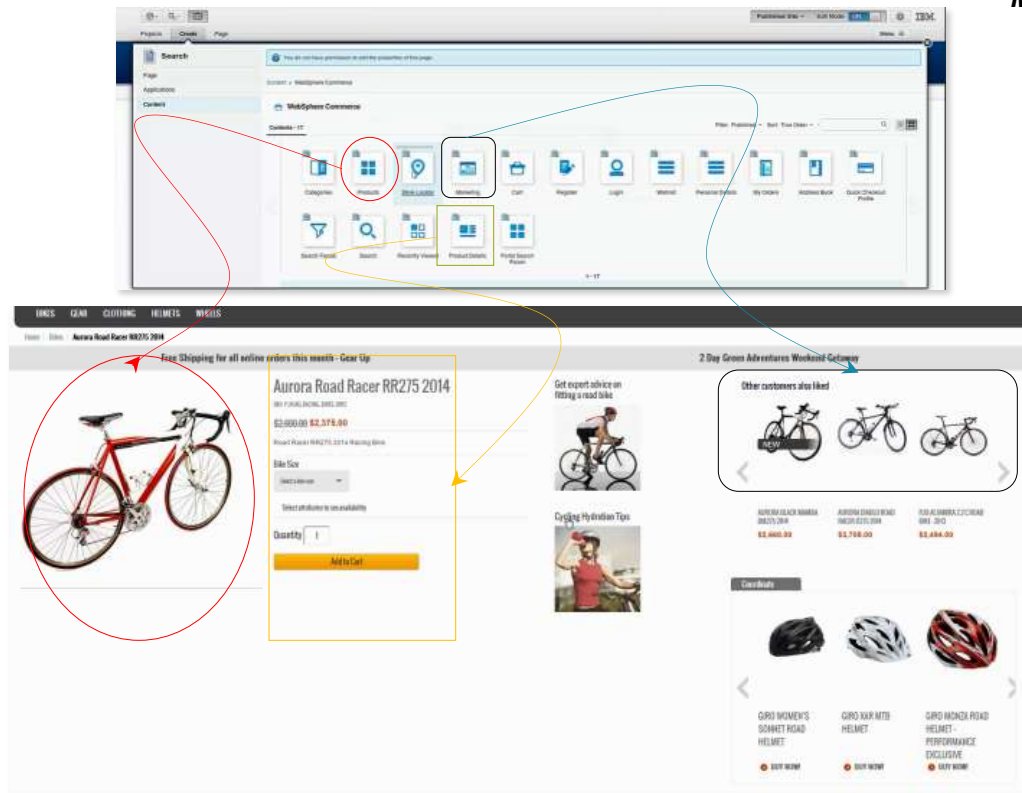- Internet of Things visualization

Demo
https://www.youtube.com/watch?v=Ar7U_shwZ2U

IBM Commerce Integration

*Transform Product Catalog into
Memorable Experiences*

Demo:

https://www.youtube.com/watch?v=
ReEEYBduNJs

Modern Runtime

Analytics

Analytics

- Out of the box patterns and logic for integration with any analytics platform

- Special tests and integration for IBM Analytics – e.g. Tealeaf

- Tealeaf:

  - Lets you replay sessions, to see why users stopped or compliance on the transaction site

  - Heatmaps,

- IBM Digital Analytics (Coremetrics) integration
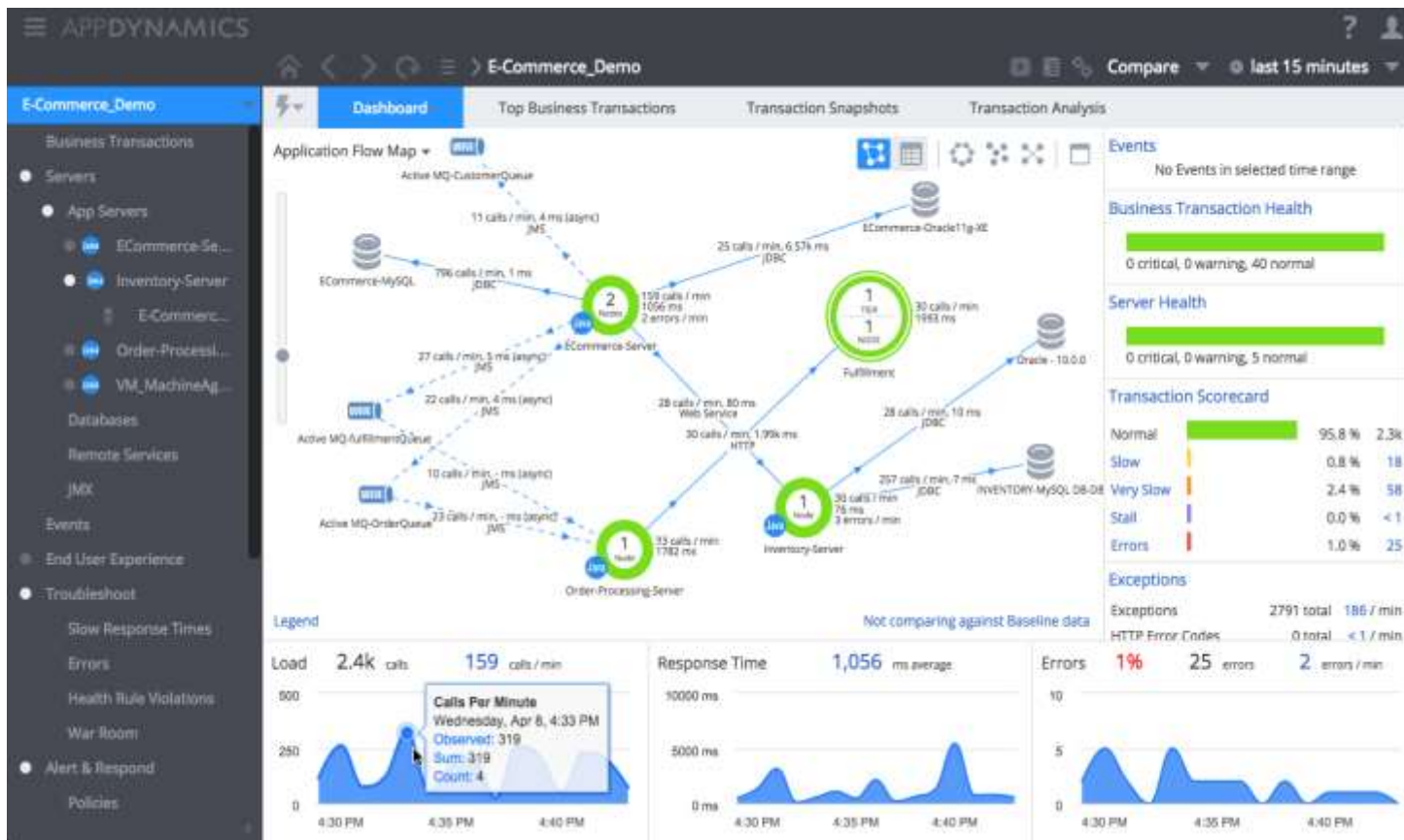
- Watson Analytics

Analytics
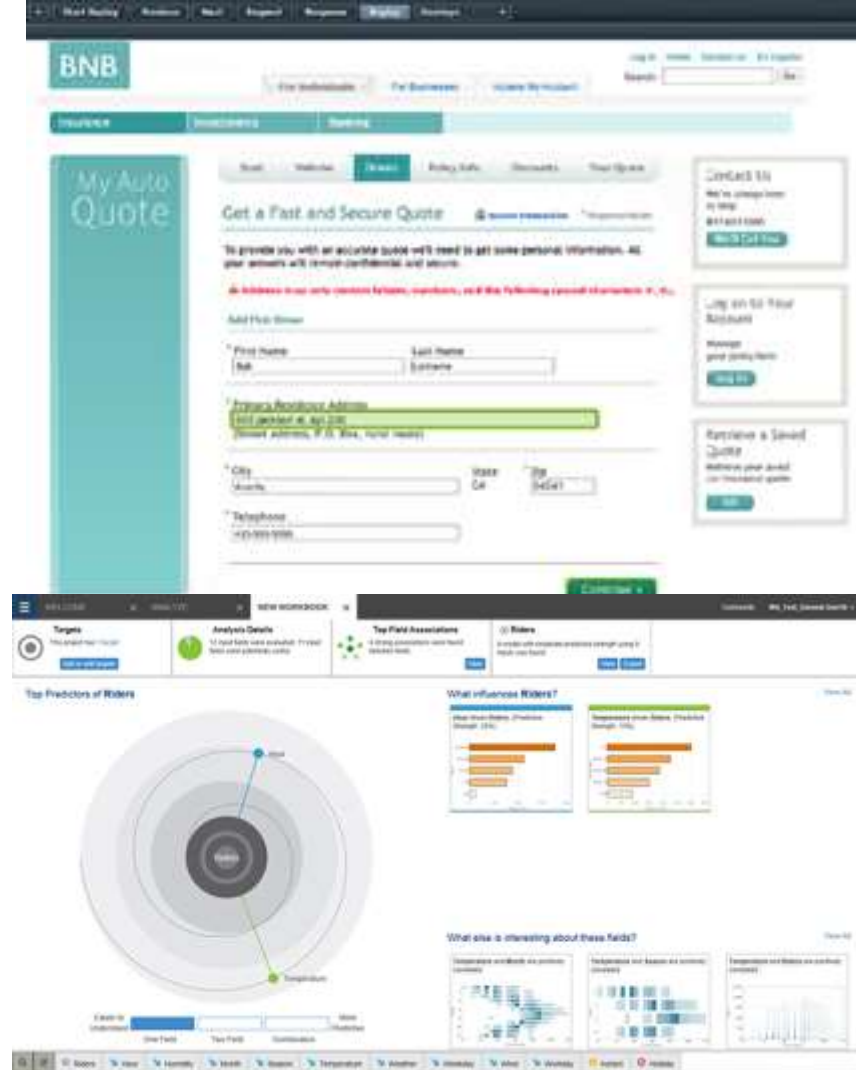
Modern Runtime

Monitoring

IBM APM
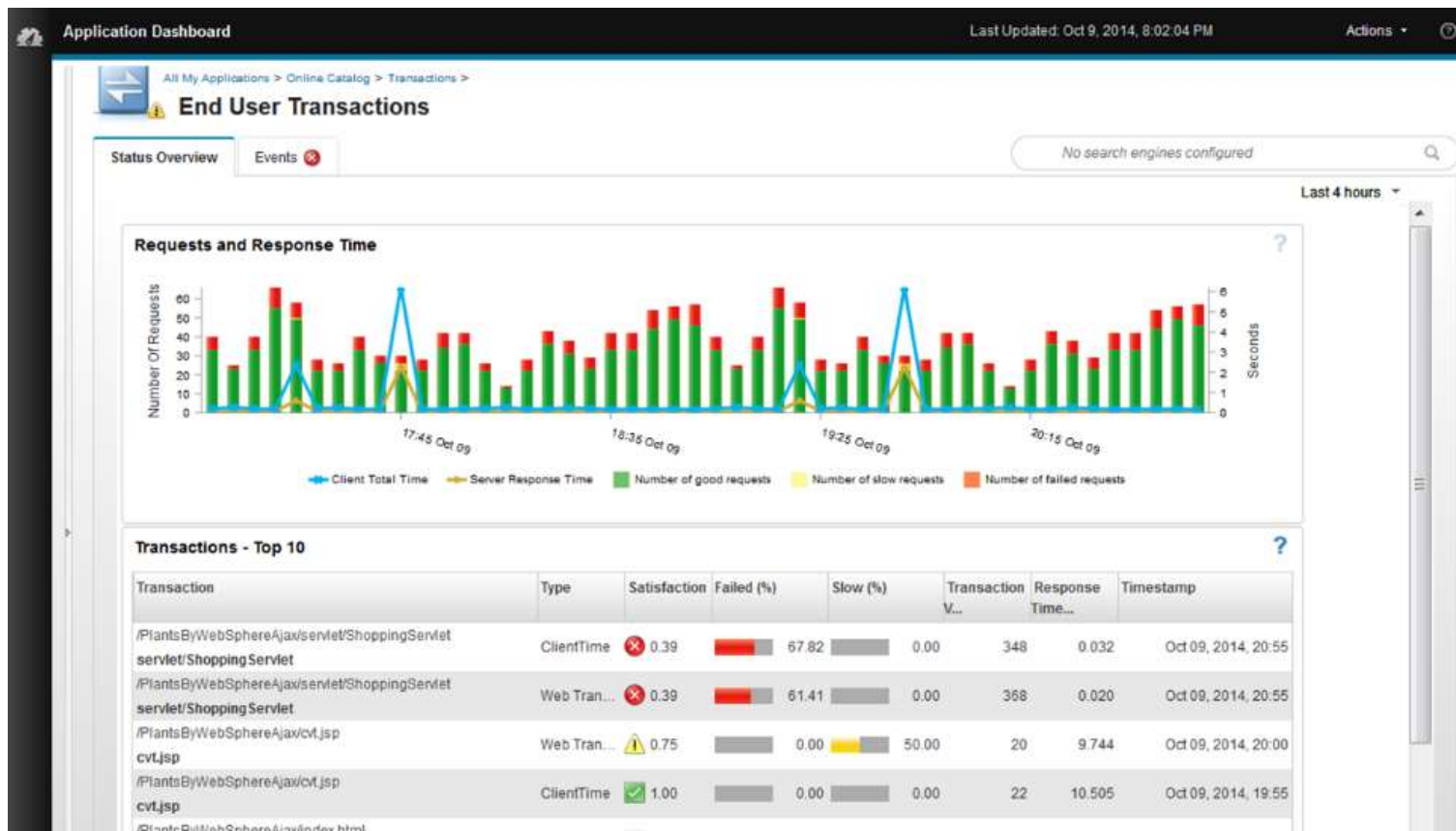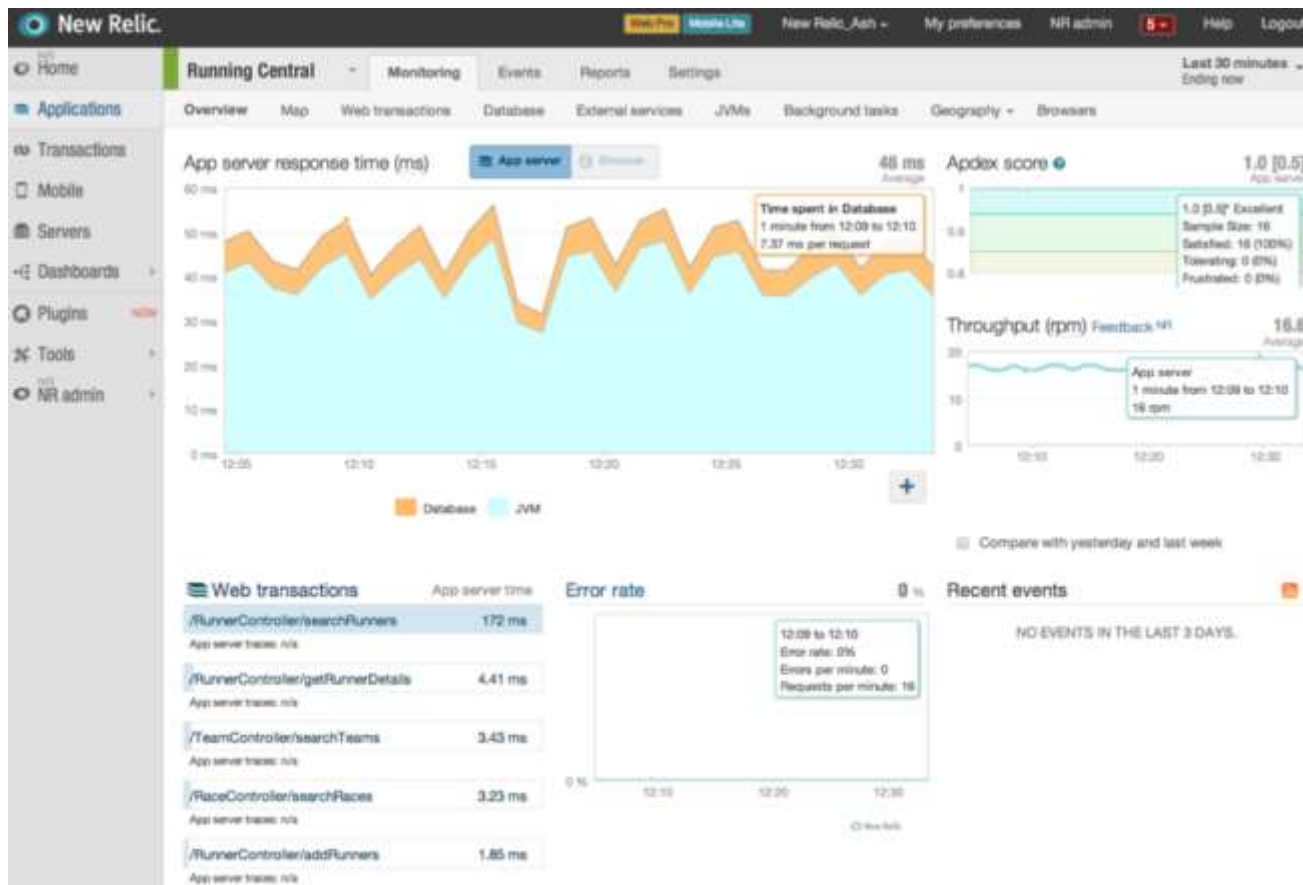
AppDynamics – Bottlenecks and Discovery

IBM **Commerce**

IBM

New Relic

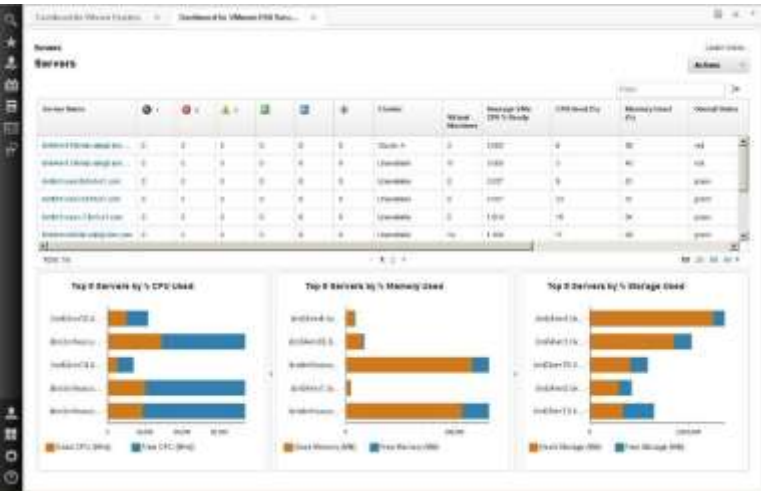© 2016 IBM

Dynatrace
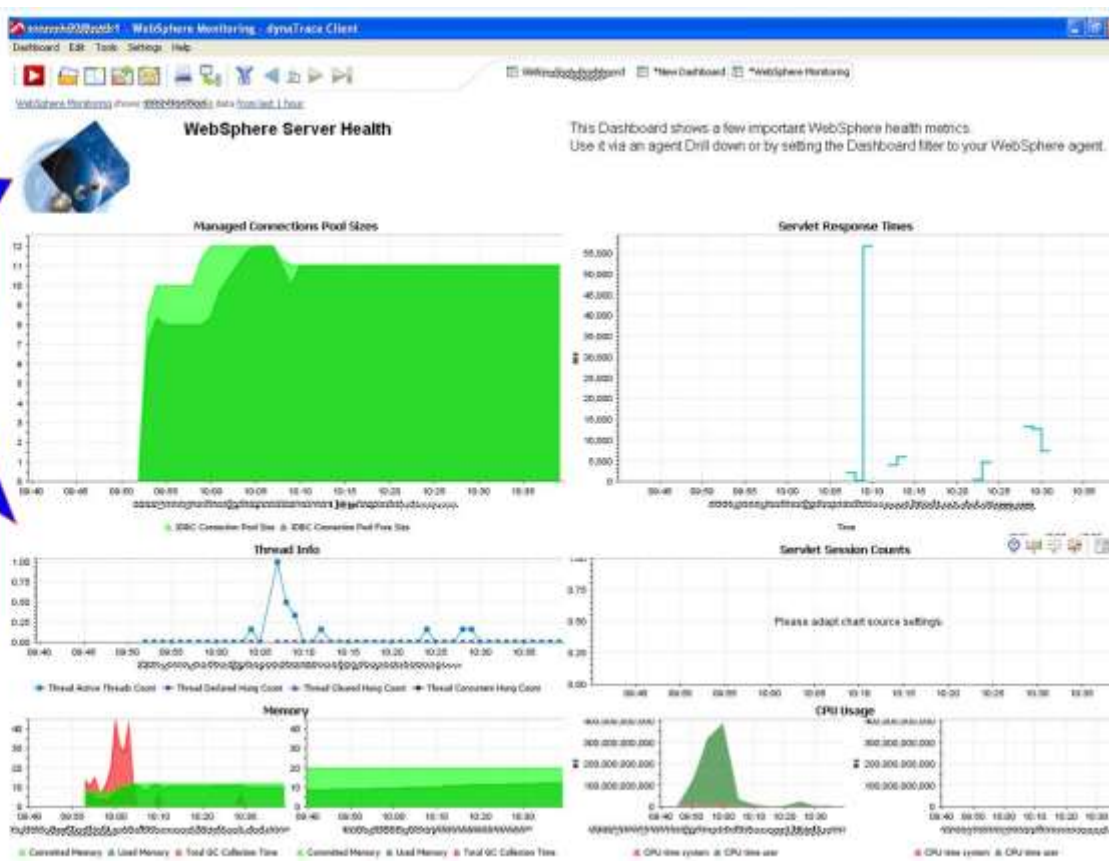
IBM Commerce

Cloud monitoring tools

AWS Cloudwatch
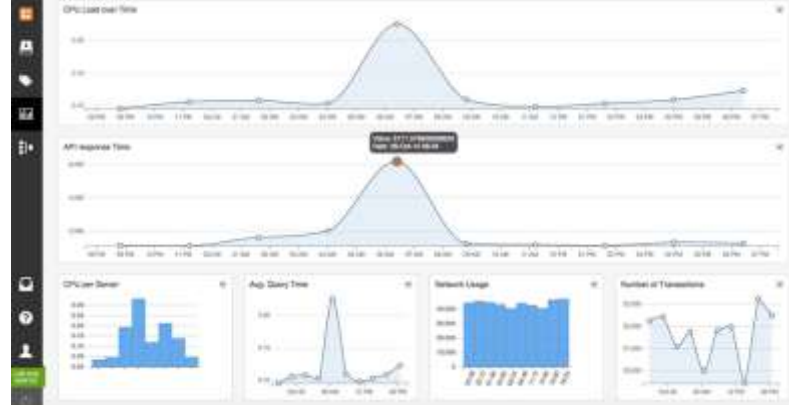
IBM Smart Cloud Monitoring

BMC Cloud Management

Thank you

**David Winter
Sven Sterbling
Thomas Hurek**

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Blog, YouTube, Twitter and Facebook

IBM Commerce