Welcome to the WebSphere Commerce V6 presentation. This presentation describes the new Promotion tool in WebSphere Commerce Feature Pack 3.

Agenda

- Feature overview
- New features and enhancements not in Accelerator
- Promotion type changes
- New Promotion tool UI introduction

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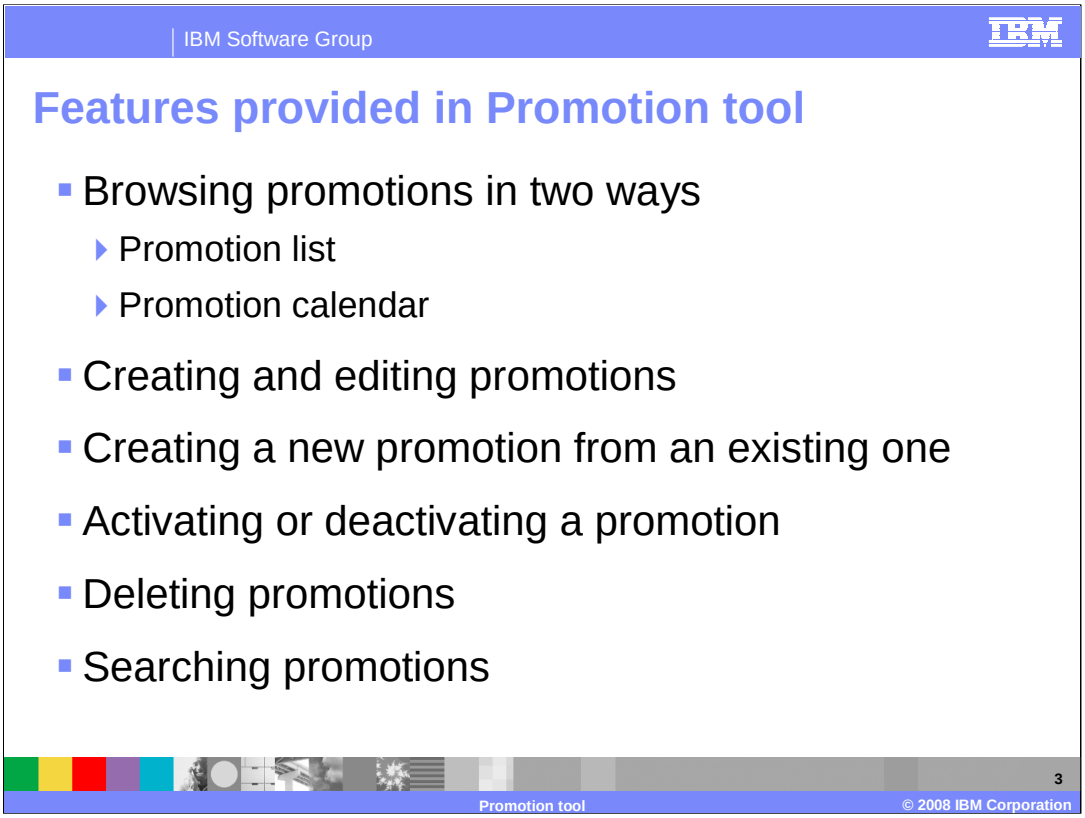
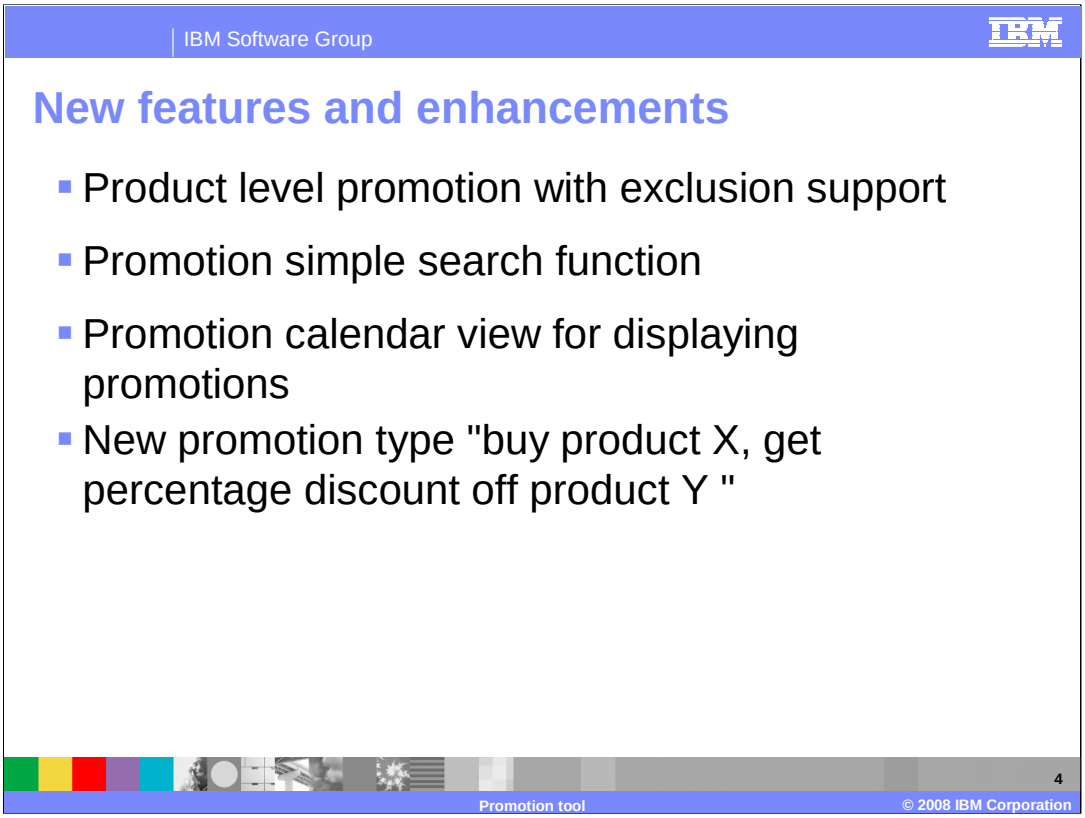
This presentation first talks about the features provided by the Promotion tool. It then highlights the new features in the Promotion tool and changes to the promotion types. Finally, it introduces the Promotion tool's UI.



The new Promotion tool allows you to view store level promotions in two different ways: Promotion list and Promotion calendar. In the Promotion list view, you can limit display results to certain types of promotions by using the filters. Using the Promotion calendar view, you can list promotions across a selected period of time.

The new promotion tool allows you to create new promotions and edit existing promotions. You can create a promotion based on a promotion type template, or create a promotion from an existing promotion by using the Copy and Paste feature.

You can activate, deactivate, delete and search promotions using this tool.



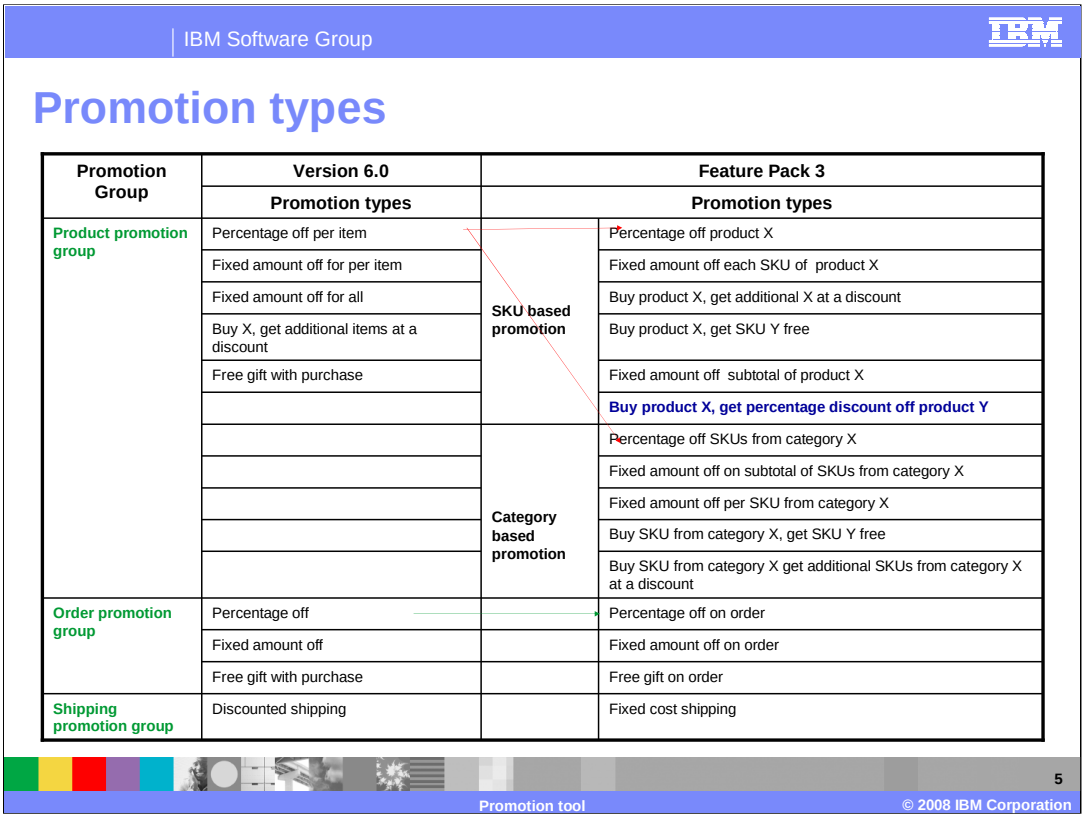
The new Promotion tool has added or enhanced these features which are not included in the Accelerator:

Promotion tool now supports product level promotion with exclusion. You can exclude some items from a product for particular promotions. For example, give 20% off on all T-shirts excluding the red T-shirt.

Simple search function allows you to search promotions by promotion names.

Promotion calendar view can be used for displaying promotion start and end dates, overlapping promotions and periods in which promotion opportunities exist. This feature makes it easy to manage a large number of promotions.

The eight existing promotion types in the Accelerator have been rearranged into 14 types in the new promotion tool. A new promotion type **Buy product X, get percentage discount off product Y** has been added. Now in the new promotion tool you can create a total of 15 different promotions types.



One of the important changes of the new promotion tool is that the promotion types have been re-arranged.

In Accelerator, promotion types are divided into three groups: **Product promotion group**, **Order promotion group** and **Shipping promotion group**. In the new promotion tool, promotion groups are not explicitly displayed, but the concept of three promotion groups still exists.
You can easily find out which group a promotion type belongs to by looking at the promotion type's name. For example, "Percentage off on order" belongs to **Order promotion group**. "Fixed cost shipping" belongs to **Shipping promotion group**.

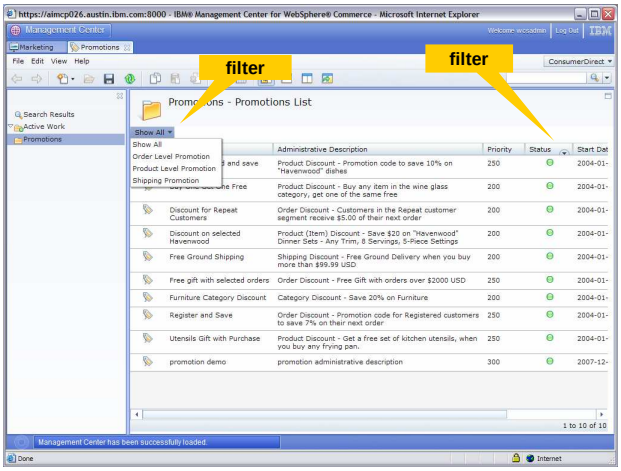
In Accelerator, there are five product level promotion types. In the new tool, these five types are rearranged into 10 types. For example, the "item" in Accelerator promotion type "Percentage off per item" can be SKU or category code. In promotion tool, this promotion type is split into two types: **Percentage off product X** and **Percentage off from category X**.

In addition to the 10 rearranged promotion types in the Promotion tool, a new SKU based promotion type **Buy product X, get percentage discount off product Y** has been added.

The three order level promotion types and one shipping level promotion type in Accelerator have been renamed; the new names are more clear and precise.

Promotion list

- Two ways to display the promotions:
  - Promotions list
  - Promotions Calendar
- Two type filters provided
  - Promotion group
  - Status
- Using pop-up menu to open, copy, paste, delete activate, deactivate
- Sortable and resizable columns



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Promotion tool provides two ways to display the promotions, **Promotion list** and **Promotions calendar**. Promotion list, as shown in the slide, is the default way for display promotions when you click on the **All Promotion** folder in the left explorer view.

Filters are provided for promotions on the top of the promotion list table. Four options are provided in the filter drop down list Show All, Order Level Promotion, Product Level Promotion and Shipping Promotion. These filters allow you to display promotions based on promotion groups.

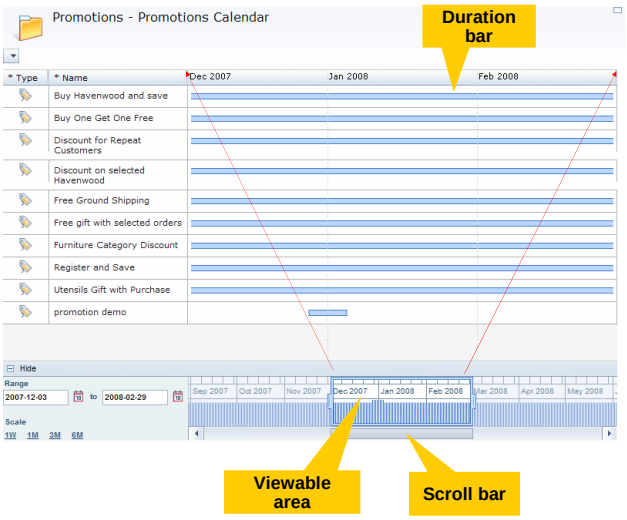
Status filters are also provided. This filter button is located in the header of the column **Status**. There are three options: Show All, Active and Inactive.

In the work area, a pop-up menu allows you to open, copy, paste, delete, activate and de-activate promotions. Keep in mind that you can not delete an active promotion. You can not see the “Delete” menu if the selected promotion is still active.

You can click column headers in the table header to sort the promotions.

Promotion calendar

- A calendar view of promotions
- Launch promotion calendar from
  - **View** menu
  - **Promotion** folder pop-up menu
- Promotions listed are ones running within **Viewable area**
- **Viewable area**
  - Focused time period for promotions
  - Changed by selecting scale or range, dragging the edge or scroll bar
- Use promotion calendar to view
  - Promotion's start and end dates
  - Overlapping promotions
  - Periods in which promotion opportunities exist



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Promotion calendar is a bar chart that allows you to visualize and analyze promotion data. Promotion calendar allows you to easily find promotion start date, end date and number of promotions running during a time period.

Promotion calendar can be launched from **View** menu in the menu bar or from Promotions folder's pop-up menu in the left explorer view.

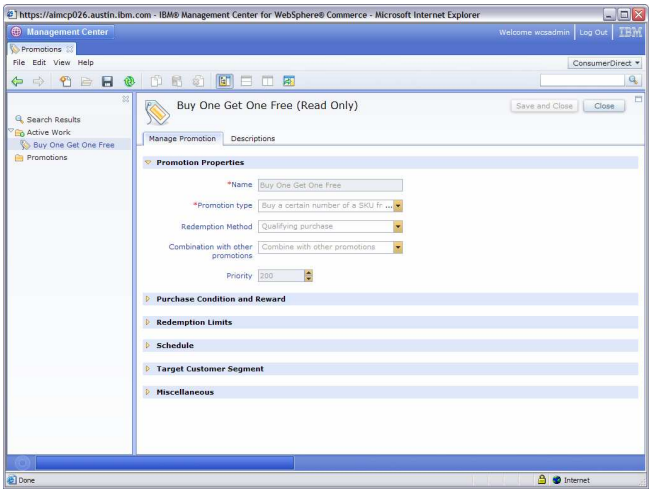
Viewable area contains the time period that you want to focus on. It can be changed by modifying the data in the **Range** fields, dragging the edge of the viewable area, or moving the scroll bar.

The number of promotions in calendar view changes when you move the scroll bar, only the ones whose active durations fall in the viewable area show in the list.

You can use the calendar view to find out a promotion's start and end date, overlapping promotions and periods in which promotion opportunities exist.

Promotion property view

- The place to view, update existing promotion's properties or to create a new promotion
- Launched by opening an existing promotion or creating a new promotion
- An active promotion's properties are read only



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Promotion property view is the place to view and update an existing promotion or to create a new promotion. This view is opened when you open an existing promotion from Promotion list view, a promotion from calendar view or when you create a new promotion.

You can only view an active promotion's properties, you can not change them. In order to update an active promotion's properties, you need to deactivate the promotion first, and then change the properties.

Promotion property view

- Two tabs
  - Manage Promotion
  - Descriptions
- Properties grouped into six sections
  - Promotion properties
  - Purchase Condition and Reward
  - Redemption Limits
  - Schedule
  - Target Customer Segment
  - Miscellaneous
- Properties under “Purchase Conditions and Reward” are different for different promotion types
- Promotion names are not re-usable

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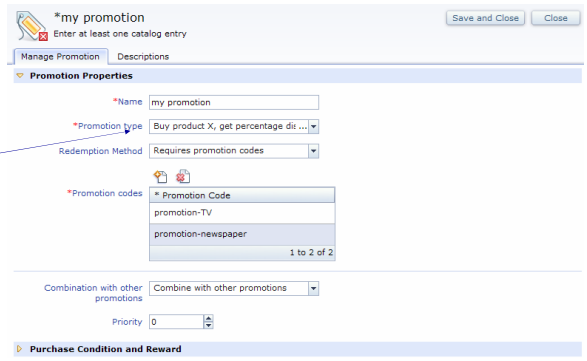
Promotion property view has two tabs: Manage Promotion and Descriptions. Each tab page contains several properties.

Properties in Manage Promotion tab page are divided into six sections: Promotion properties, Purchase Condition and Reward, Redemption Limits, Schedule, Target Customer Segment and Miscellaneous.

Properties under Promotion Properties are required to create a new promotion. Keep in mind that promotion names can not be re-used.

Promotion property view

- Promotion properties
  - Promotion types
  - Redemption method
  - Priority value



V6.0 Priority	Feature Pack 3
Highest	300
High	250
Moderate	200
Low	150
Lowest	100

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The properties shown in the screen capture are under the Promotion Properties section.

Promotion type lists the 15 newly defined types previously described.

Redemption methods supports three options: Qualifying purchase, Require promotion codes and Coupon promotion.

Qualifying Purchase means that the shopper will automatically qualify for this promotion if they have met the purchase requirements.

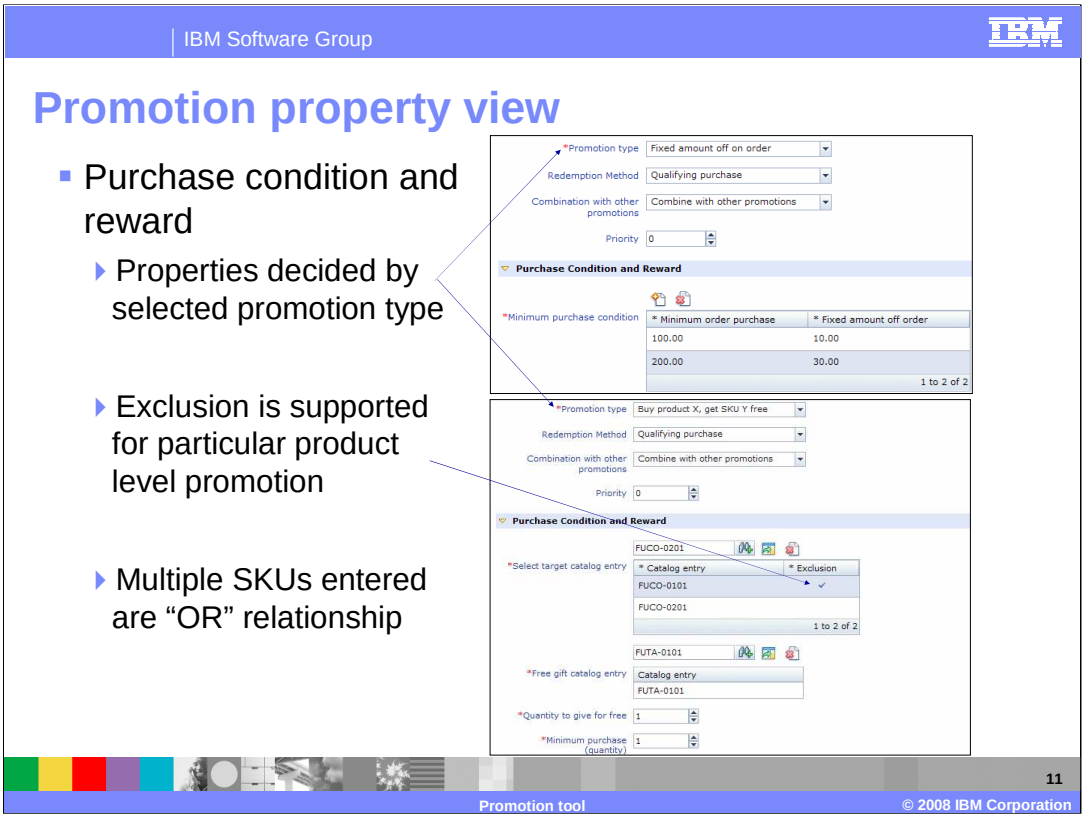
Require promotion codes method allows shopper to receive promotion after they enter the promotion code. One promotion can have multiple promotion codes. Space in promotion code is not supported and the promotion code must be unique.

Coupon promotion allows shopper to receive the promotion only when they possess a virtual coupon.

Priority is one of the input parameters to the promotion sequence builder in the promotion engine. If there are several promotions target on the same order item, the priority is used to decide which promotion will be applied.

In Accelerator you can only select one of five priorities: Highest, High, Moderate, Low and Lowest.

In the new promotion tool, priority can be any integer between 0 to 400; the higher the number, the higher the priority.

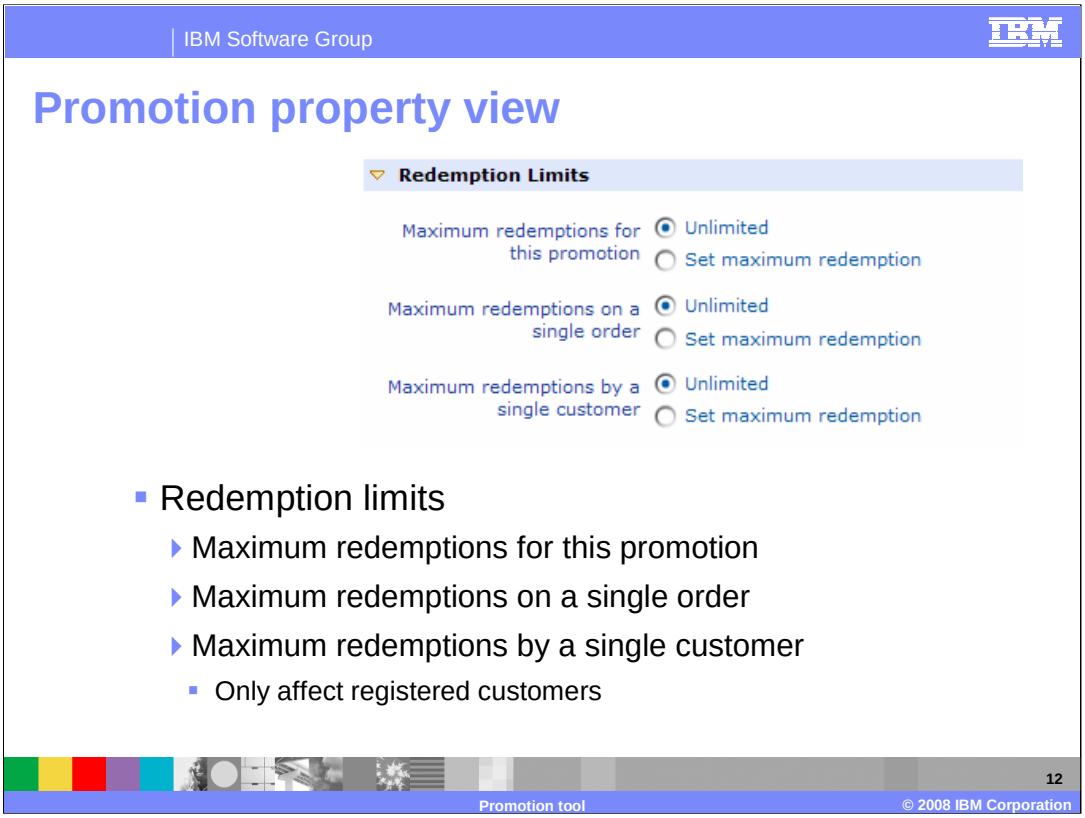


Properties under **Purchase condition and reward** section are built dynamically based on the promotion type you selected.

To add the information into this section you can enter the SKU directly into the **Select SKU** field and click the Search and Add button (The button with binoculars and plus) . You can also use the **Utilities** view to search and browse the objects, then drag the items from Utility view and drop them into the table for SKU.

For some particular product level promotions, you can exclude some items from products. For the promotion type shown in the bottom screen, the first SKU is **Excluded**, this means that in order to receive this promotion, a shopper’s shopping cart must have product FUCO-0201, but not product FUCO-0101.

For some promotion types such as Buy X, get Y, you can enter multiple X or multiple Y. All items you entered are "OR" relationship.



The properties under this section specify the maximum redemptions shoppers can receive per promotion, per single order and per single shopper.

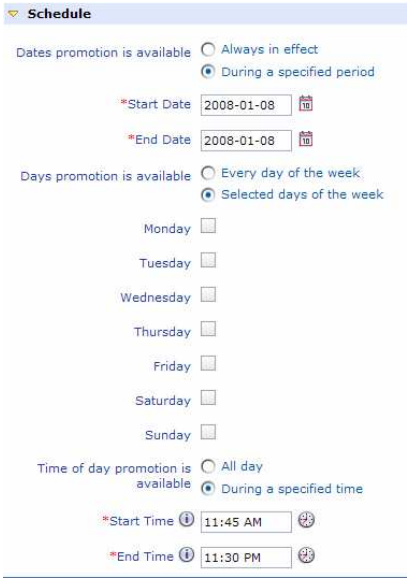
Maximum redemptions for this promotion are the maximum number of times a promotion can be redeemed overall. Sometimes you need to set this limit based on product inventory. For example if there are only 500 products in stock, the maximum redemption number should not exceed 500.

Maximum redemptions on a single order are the maximum number of times a promotion can be redeemed within any given order.

Maximum redemptions by a single customer are the maximum number of times a promotion can be redeemed by a registered customer. Due to the nature of guest customers, this limit does not apply to any guest customers.

Promotion property view

- Schedule
  - To define availability such as time period of day, days of the week, start date and end date.
  - Values for time and date are related to WebSphere Commerce server



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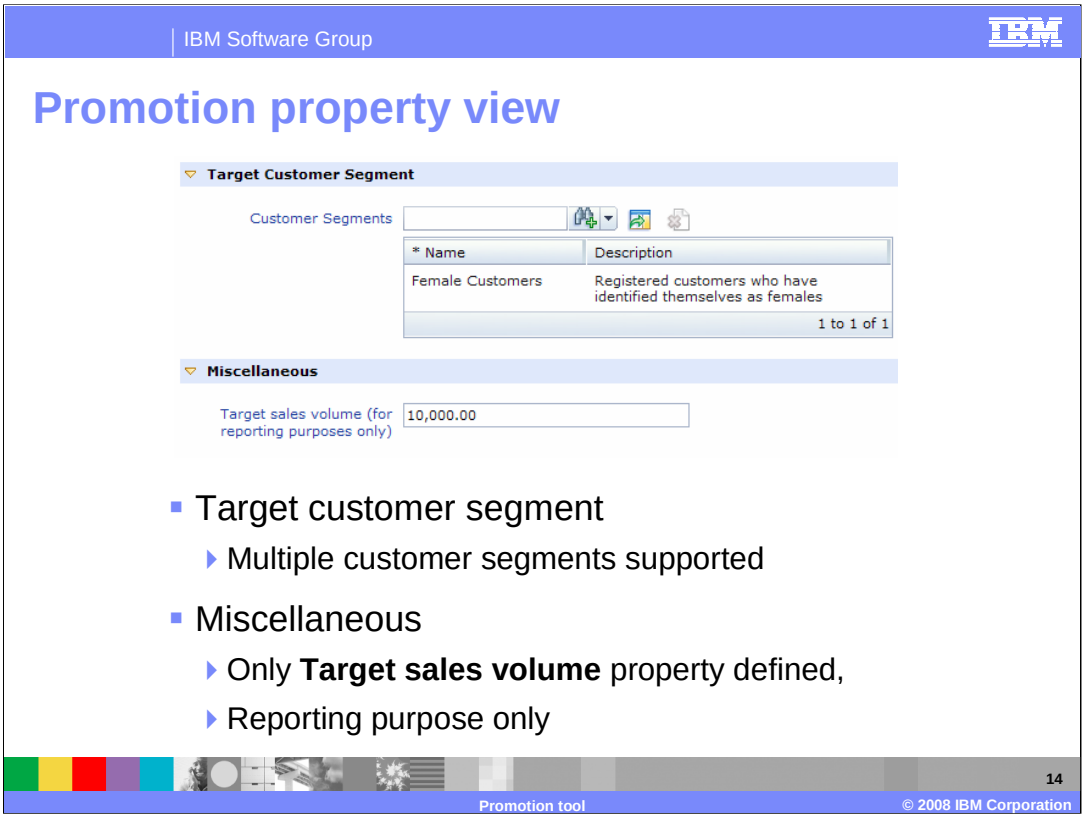
Promotion's schedule section allows you to define availability dates, days of the week and time period during a day.

Values for time and date are related to the WebSphere Commerce server.

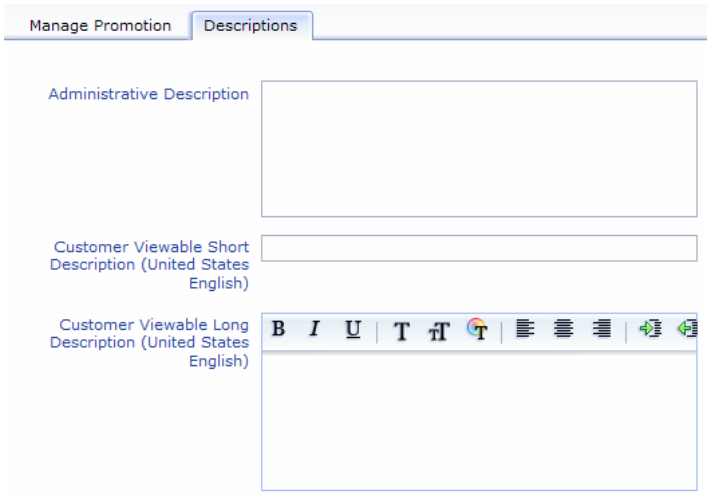


Target customer segment section allows you to specify one or more customer segments who can receive the promotion. If a customer is not a member of the target segment then the promotion is not applicable.

Miscellaneous section only has one property **Target sales volume** defined. This property does not affect shopping behavior on the store front. It is used for reporting purposes only

Promotion property view

- Descriptions tab
  - Rich text editor provided for Customer Viewable Long Description



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A rich text editor is available to create Customer viewable long description.

References

- WebSphere Commerce Enhancements for version 6
  http://www-1.ibm.com/support/docview.wss?uid=swg24013534

- IBM Management Center for WebSphere Commerce
  http://ecdid.torolab.ibm.com:8088/help/topic/com.ibm.commerce.management-center.doc/concepts/ctfcmc.htm

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For more information regarding WebSphere Commerce Promotion tool, visit the sites indicated in the presentation.

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