



IBM Software Group

WebSphere® Commerce V6

Product overview



@business on demand.

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Updated September 14, 2007

Welcome to this presentation on WebSphere Commerce. This presentation discusses a product overview.

Unit objectives

- Discuss online selling models
- Review the editions and features of WebSphere Commerce V6 product line



This presentation discusses online selling models and the editions and features of the WebSphere Commerce V6 product line.

WebSphere Commerce solution

- E-commerce solution for
 - ▶ Business-to-business selling
 - ▶ Business-to-consumer selling
 - ▶ Building, maintaining, and managing customized e-commerce sites



IBM® WebSphere Commerce is an e-commerce solution for business-to-business and business-to-consumer. It consists of a set of integrated software components that enable enterprises to build, maintain, and manage personalized and customized e-commerce sites.

Business selling models



Businesses sell products and services predominantly through three selling models. The model called business-to-consumer sells to the person who will ultimately use the product or service. The model called business-to-business sells products and services to a business who consumes the product or service in the process of running their business. Business-to-business would typically sell at a higher quantity and have different means of establishing prices, such as by a contract. The model called indirect business-to-business involves selling to a reseller. The reseller resells the product to someone else who eventually uses the product.

WebSphere Commerce product editions

- **Express**
 - ▶ Entry product price point
 - ▶ Aimed at mid-market companies
 - ▶ Direct sales only
- **Professional**
 - ▶ Multiple sales channels
 - ▶ More operating system platforms supported
 - ▶ Direct sales only
- **Enterprise**
 - ▶ High volume
 - ▶ Complex business-business direct and indirect sales

WebSphere Commerce-Express is an easily installed and affordable solution designed to help growing mid-market companies do business on the Web.

WebSphere Commerce Professional provides a richer environment that supports multiple sales channels. It supports more operating systems compared to WebSphere Commerce-Express.

WebSphere Commerce Enterprise provides the ultimate sales environment for running large, high-volume business-to-business and advanced business-to-consumer e-commerce Web sites.

WebSphere Commerce - Express features

- WebSphere Commerce - Express offers these core features:
 - ▶ Starter stores
 - ▶ Catalog import utility
 - ▶ Content management
 - ▶ Streamlined installation
 - ▶ E-mail management
 - ▶ Customizable payment processing
 - ▶ Workspaces

WebSphere Commerce - Express offers core features that are also found in the other WebSphere Commerce editions.

WebSphere Commerce Professional features

- Add these features to that of WebSphere Commerce Express
 - ▶ Customizable installation
 - ▶ Scalable deployments
 - ▶ Logging
 - ▶ Promotion management
 - ▶ Merchandising
 - ▶ Campaign management

WebSphere Commerce Professional offers additional features beyond that of WebSphere Commerce Express. These additional features create a richer and more complex deployment platform.

WebSphere Commerce Enterprise features

- Add these features to that of WebSphere Commerce Professional
 - ▶ Extended sites
 - ▶ Business accounts and contracts
 - ▶ Catalog filtering
 - ▶ Advanced business-to-business starter store
 - ▶ Buyer and seller collaboration
 - ▶ Request for quote capability

WebSphere Commerce Enterprise offers additional features in addition to those found in WebSphere Commerce Professional. These features make WebSphere Commerce Enterprise the ultimate business-to-business e-commerce solution.

Related products purchased separately

- IBM Sales Center for WebSphere Commerce
- IBM Gift Center for WebSphere Commerce
- WebSphere Commerce Developer editions



There are several products which you can purchase separately that enhance the operation of WebSphere Commerce.

IBM Sales Center for WebSphere Commerce is a separately ordered product that improves the productivity of call center employees.

IBM Gift Center for WebSphere Commerce is a separately ordered product that provides a multi-channel gift registry solution.

IBM WebSphere Commerce Developer editions are available for WebSphere Commerce Enterprise, Professional and Express. IBM WebSphere Commerce Developer includes everything you need to develop and test end-to-end e-commerce sites.

Recommended courses

Formal education exists for this product and you can find information on recommended training paths and certification tests at these links:

- Application developer for WebSphere Commerce V6.0
<http://www-304.ibm.com/ict03001c/services/learning/ites.wss/us/en?pageType=page&c=a0011792>
- Business user for WebSphere Commerce V6.0
<http://www-304.ibm.com/ict03001c/services/learning/ites.wss/us/en?pageType=page&c=a0011793>
- System administrator for WebSphere Commerce V6.0
<http://www-304.ibm.com/ict03001c/services/learning/ites.wss/us/en?pageType=page&c=a0011794>



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