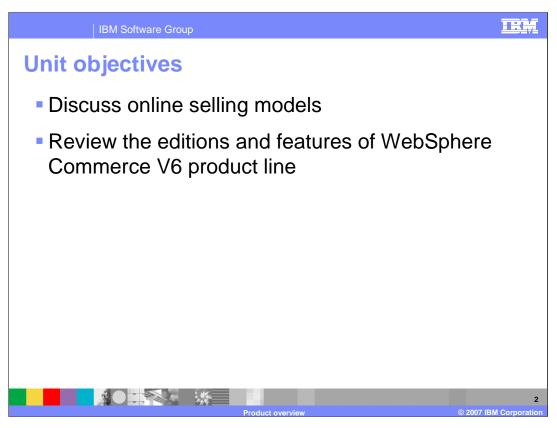


Welcome to this presentation on WebSphere Commerce. This presentation discusses a product overview.



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



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.



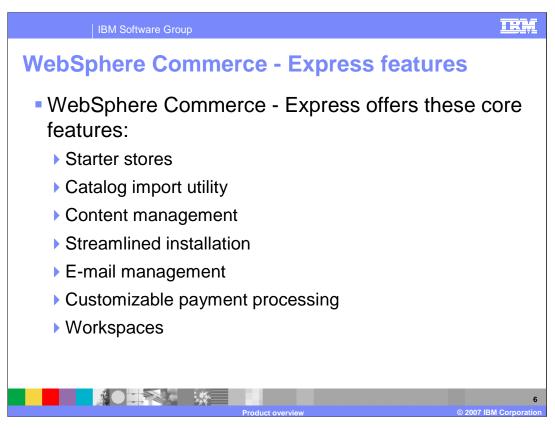
Businesses sell products and services predominantly through three selling models. The model called business-to-consumer sells to the person who will ultimately use the product or service. The model called business-to-business sells products and services to a business who consumes the product or service 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-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.



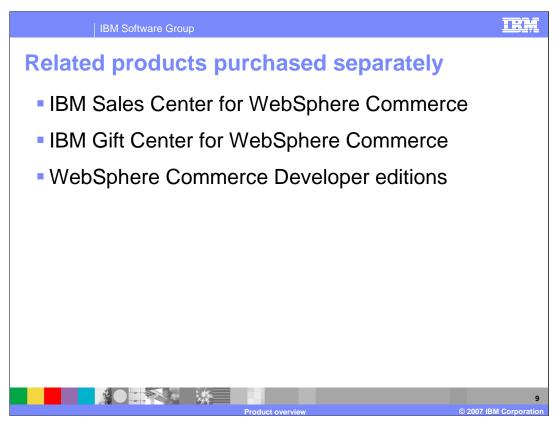
WebSphere Commerce - Express offers core features that are also found in the other WebSphere Commerce editions.



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 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.

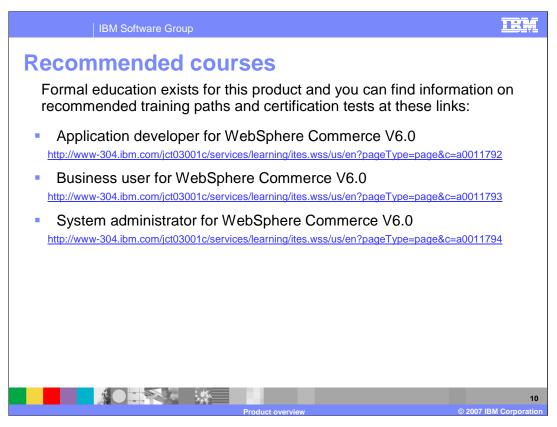


There are several products which you can purchase separately that enhance the operation of WebSphere Commerce.

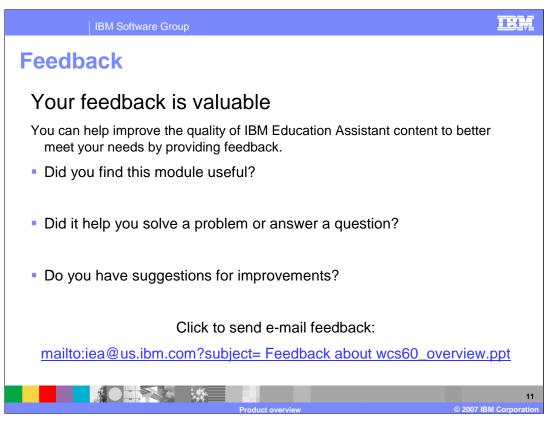
IBM Sales Center for WebSphere Commerce is a separately ordered product that improves the productivity of call center employees.

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.



IBM provides the following training paths for the skill or certification you want to explore.



You can help improve the quality of IBM Education Assistant content by providing feedback.

IBM Software Group

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IBM WebSphere

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Product overview

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