IBM

WebSphere Commerce V7 Feature Pack 3

Feature pack adoption overview

This presentation provides an overview of the steps needed to adopt WebSphere Commerce Version 7 Feature Pack 3. You should have an understanding of the solutions provided in feature pack 3 before viewing this presentation.

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Adoption overview

The presentation begins with a summary of the feature pack 3 feature enablement options. This is followed by a summary of the store archive changes. The presentation then highlights the steps needed to adopt each of the solutions provided in feature pack 3. This presentation concludes with a review of the enhancements for data load and a summary of the web service updates.

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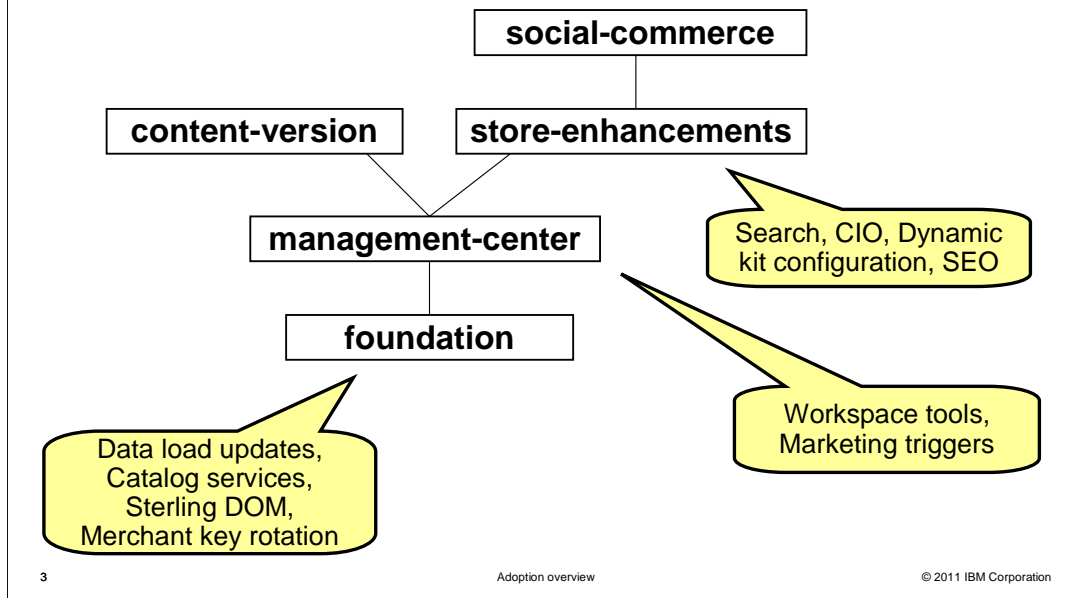
WebSphere Commerce feature pack 3 contains five different groups of features that can be enabled. This slide shows the dependency hierarchy of the features. Enabling a feature higher in the graph triggers the enablement of all features below it. The solutions enabled by the various feature groupings are shown on the chart.

Store archive updates

- Updated base store SARs (Madisons and Elite)
  – SEO
- Updated enhancements SARs (Madisons and Elite)
  – WebSphere Commerce search
  – Coremetrics Intelligent Offer
  – Sterling Configurator
- Other updated SARs
  – Social commerce
    • Marketing triggers
  – China and Brazil stores
    • SEO

Adoption overview

Feature pack 3 introduces new base starter store archive (SAR) files. These base starter stores contain fix pack updates and the new implementation for search engine optimization. You must publish a feature pack 3 starter store before publishing any feature pack 3 enhancements. Enhancements SAR files exist for both Madisons and Elite and include the updates to WebSphere Commerce search, Coremetrics Intelligent Offer integration and Sterling Configurator integration. Other updates include changes to the Social Commerce add-on SAR for marketing triggers and the China and Brazil add-on SARs for search engine optimization.

Coremetrics Intelligent Offer

- Configure Coremetrics Analytics
- Set up dynamic recommendations
  - Set store ID and client ID for store in biConfig.xml
- Set up flat file recommendations
  - Create directory to store Coremetrics offer
  - Configure command to import merchandising associations provided in flat file
    - Configure scheduler to run command in WebSphere Commerce Administration Console
- Publish Madisons or Elite enhancements sar and harvest assets
  - Feature name: *IntelligentOffer*
  - Snippets/Marketing/ESpot
  - https://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.Coremetrics.doc/refs/rmtintofferstoreflow.htm
- Create a web activity using the Display Intelligent Offer Recommendation action
- Reference
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.Coremetrics.doc/concepts/cmtoverview.htm
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.Coremetrics.doc/tasks/tmtcfg.htm

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Before you can make use of the Coremetrics Intelligent Offer (CIO) integration, your store needs to be configured for Coremetrics Analytics. The next step is to decide which type of recommendations your store will use. For dynamic recommendations, the store ID and client ID need to be set in the biConfig.xml file. For flat file recommendations, you need to create a location locally for the recommendation files to be stored. Next, configure a scheduler command to process the files and import the recommendations as merchandising associations. In a development environment, publish the Madisons or Elite enhancements SAR and harvest the sample storefront code for CIO. The feature name IntelligentOffer is used to include specific code specific to the CIO e-Marketing Spot. The directory shown on the slide also contains assets for CIO integration. You can use the site flow pages in the WebSphere Commerce Information Center to locate specific files. A link is provided on the slide. Once your store is ready to display Intelligent Offer recommendations, use the Management Center Marketing tool to create a web activity that includes the "Display Intelligent Offer Recommendation" action.

WebSphere Commerce search

- Run the Solr migration script
  - migrateSolrSearch.bat

- Reapply customizations
  - Pre-processing scripts
  - Index configuration files

- Build CatalogGroup index

- Update your search configuration file
  - Enable statistics if needed

- Publish Madisons or Elite enhancements sar and harvest assets
  - Feature name: *SearchBasedNavigation*
  - Snippets/Search
  - ShoppingArea/CatalogSection/SearchSubsection
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.starterstores.doc/refs/rsmsearchoptflow.htm

- Reference
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.developer.doc/concepts/csdmanagesearch.htm
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.developer.doc/concepts/csdsearch.htm
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.starterstores.doc/refs/rsdfepfeatroadmap.htm

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If you have enabled WebSphere Commerce search in feature pack 2, a migration process is required to upgrade to feature pack 3. Once you have completed installation and feature enablement for feature pack 3, run the Solr migration script to upgrade the index configuration files and pre-processing scripts to the feature pack 3 level. When the migration process is complete, manually re-apply any customization you had made to these files in feature pack 2. At this point, you have upgraded your search indexes to the feature pack 3 level. If you want to make use of the new CatalogGroup index, your next step is to use the command line utilities to create, pre-process and build this new index. You should also review the changes made to the search configuration file and decide whether you need to create or update a custom version of this file to configure search for your store. For example to turn on the new search statistics collection. In a development environment, publish either the Madisons or Elite enhancements SAR and harvest the sample storefront code for search. The feature name SearchBasedNavigation is used to include code specific to the search based navigation flow. The directories shown on the slide also contains assets for search. You can use the site flow pages in the WebSphere Commerce Information Center to locate specific files. A link is provided on the slide.

Catalog programming model

- Enable WebSphere Commerce search
- Update store JSP files to replace data bean with Get service
  – Locate sample code
    • <WC_InstallDir>/components/store-enhancements/samples/SOACatalogStorefrontServices/stores/
- Reference
  – http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.developer.doc/refs/rsdcpmflow.htm

Adoption overview

To make use of the new catalog services, you must first enable the feature pack 3 level of WebSphere Commerce search in your store. The next step is to update your existing store JSP files to use the new CatalogNavigationView noun Get service instead of the catalog entry data beans. You can find examples of using the Get service in the sample directory shown on the slide.

Search engine optimization (SEO)

- Define URL patterns for all pages that should be SEO friendly
  - Publish Madisons or Elite sar and harvest pattern files
- Run the seourlkeywordgen utility
- Define token usage types for the URL patterns and static pages
- Add Search Engine Optimization tab to the Store Management tool
- Load title and meta description templates
- Modify your store pages
  - Add the patternName attribute to <wcf:url> tags for products, categories and static pages
  - Use the findSEOPageDefintionByPageNameAndStoreID service to retrieve title and meta description information
    - Must enable WebSphere Commerce search
- Reference
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.seositemap.doc/tasks/tsdSEOmigration.htm

Adoption overview

You can add SEO support to an existing store by following the steps outlined on this slide. Detailed steps can be found in the Information Center by following the link provided on the slide. In a development environment, publish the Madisons or Elite SAR file and harvest the sample URL pattern files. Use the samples to define the pattern files for your store. Once you have added pattern files to your store, the search engine optimization tab becomes enabled in the Management Center Catalogs tool. The next step is to generate URL keywords for your existing products and categories. The seourlkeywordgen utility is provided to automatically generate keywords based on object names. Once keywords are generated, you can update them using Management Center. Next, the token usage types need to be added to the database. You can find sample SQL in the Information Center. If you plan to enable SEO for static pages, add the Search Engine Optimization tab to the Store Management tool in Management Center. If you plan to include title and meta data in your store pages, load the templates using the SQL examples provided in the Information Center. The final step is to modify your store pages for the SEO solution. To update links within store pages to be SEO-friendly, add the patternName attribute to each of your <wcf:url> tags and specify which URL pattern to use. To add title and meta data information to a page, use the Get service shown on the slide to retrieve the information. You must enable the WebSphere Commerce search solution in your store in order to use this service.

Sterling Configurator

- Install Sterling Selling and Fulfillment Suite 9.1
- Enable WebSphere Commerce search
- Enable IBM Sterling Configurator Add-on for WebSphere Commerce
- Add Sterling Configurator and Visual Modeler transport information
- Publish Madisons or Elite enhancements sar and harvest assets
    - Feature name: *sterlingConfigurator*
    - ShoppingArea/Configurator
    - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.sterling-configurator.doc/refs/ryasiteflowoverview_madisons.htm

- Use Management Center to create dynamic kits
- Reference
    - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.sterling-configurator.doc/tasks/tya_roadmap.htm

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To use the Sterling Configurator integration with WebSphere Commerce you need to upgrade to version 9.1 of Sterling Selling and Fulfillment Suite. Before you begin setting up WebSphere Commerce for the integration, you first need to enable the WebSphere Commerce search solution. Next, enable the Sterling Configurator add-on for WebSphere Commerce and create a new transport to communicate with Sterling Configurator and Visual Modeler. In a development environment, publish the Madisons or Elite enhancements SAR and harvest the sample storefront code for dynamic kits. The feature name sterlingConfigurator is used to include specific code specific to the integration. The directory shown on the slide also contains assets for Sterling Configurator integration. You can use the site flow pages in the WebSphere Commerce Information Center to locate specific files. A link is provided on the slide. Once your store is ready to display and purchase dynamic kits, use the Management Center Catalog tool to model your dynamic kit rules and create kits for sale in your store.

Marketing triggers

- Publish SocialCommerce.sar and harvest assets
  - Snippets/Catalog/CatalogEntryDisplay/CachedSCTabPanesExt.jspf
  - Snippets/Catalog/CategoryDisplay/CategoryDisplayExt.jspf
- Create web or dialog activities using the new triggers or target
- Reference
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.soccom.doc/tasks/tsmsocwidgets.htm
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center.doc/concepts/csbtricheckpromo.htm
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  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center.doc/concepts/csbtarsocomenh.htm
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.install.doc/tasks/tigsoccom.htm

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To make use of the updated social commerce trigger and target, you need to update the storefront code that notifies the marketing engine when a social interaction takes place. In a development environment, publish the Madisons starter store and social commerce enhancements SAR. From here you can harvest the storefront code. The main files are shown on this slide and links are provided to the related documentation in the WebSphere Commerce Information Center. Once your store updates are complete, create a new web or dialog activity using the enhanced social commerce trigger or target.

Workspace tools

- No migration or new configuration

- Switch directly to using the Workspace Management tool in Management Center

- Reference
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center.doc/concepts/cwoworkspacetool.htm

If you already have a workspace-enabled environment, you can switch directly to the new Workspace Management tool once management-center feature enablement is complete. All existing workspaces, task groups and tasks are visible in the new tool.

Sterling DOM

- Install and configure Sterling Selling and Fulfillment Suite 9.1
  - Enable Real-time Availability Monitor
  - Respond to JMS API requests
  - Send order status updates to WebSphere Commerce
- Configure WebSphere Commerce to use an external OMS
  - Configure the external order component to transfer payment data
- Create and deploy a WebSphere Enterprise Service Bus mediation module
- Reference
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.sterling-integration.doc/tasks/tyainstalltop.htm
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.sterling-integration.doc/concepts/cyasterlingpayment.htm

Adoption overview

To use the Sterling DOM integration with WebSphere Commerce feature pack 3, you need to upgrade to version 9.1 of Sterling Selling and Fulfillment Suite (SSFS). Within SSFS, enable the real-time availability monitor to allow inventory information to be pushed to WebSphere Commerce. If you have not previously enabled the Sterling DOM integration, configure SSFS to respond to JMS API requests from WebSphere Enterprise Service Bus and to send order status to WebSphere Commerce. Within your WebSphere Commerce system, set the inventory and order components to use the external services and configure the external order component to transfer the primary account number (PAN) token. Complete the integration by deploying a WebSphere Enterprise Service Bus mediation module that connects the two systems.

Merchant key rotation

- Create the key configuration file
  - Register file in wc-server.xml
- Deploy the key configuration file with a partial EAR update
- Run MigrateEncryptedInfo
- Update the key configuration file
- Deploy the key configuration file again to complete the process
- Reference
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.admin.doc/concepts/csekeylocframework.htm

Adoption overview

The new merchant key rotation implementation in Feature Pack 3 allows you to update your site encryption key without shutting down your site. The first step is to create the key files for the new key and register them in a custom key configuration file. The custom key configuration file is then added to the server configuration file and the custom key configuration file is deployed using a partial EAR update. Run the MigrateEncrypedInfo utility to encrypt the sensitive store data using the new key. Once all the data is encrypted using the new key, update the key configuration file once again to change the status of the key from new to current and deploy the updated file.

WebSphere Commerce Build and Deploy (WCBD)

- Review fix pack 3 change log
- Migrate to new build and deployment property files
- Create baseline.properties file
- Update deployment process to make use of delta option where appropriate
- Reference
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.developer.doc/concepts/cdewcbdchangelog.htm

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If you have customized any WCBD scripts for your environment, you should review the fix pack 3 change log to determine whether any of these changes impact your environment. A link to the change log is provided on the slide. Fix pack 3 adds new properties in the main build and deployment properties files so you need to migrate your environment settings to the new versions of these files. If you plan to use the delta deployment feature with one step deployment, you need to create the new baseline.properties file to set it to point to your most recent deployment package. Depending on your environment and your plans for using the new delta deployment capability, there might be changes you need to make in your overall deployment process to adopt this feature.

Data load enhancement summary

- Components supported by data load
  - Catalog
  - Price
  - Inventory
  - Member (new)

Data load object	Tables loaded
Person, PersonAddressBook, PersonAttributeValue, MemberRole, MemberGroup, MemberGroupDescription, MemberGroupMember, Organization	MEMBER, MBRREL, MBRROLE, USERS, USERDEMO, USERPROF, USERREG, BUSPROF, EMLUSRRECV, ADDRESS, ADDRBOOK, MBRGRP, MBRGRPDESC, MBRGRPUSG, STOREMBRGP, ORGENTITY

Adoption overview

The chart summarizes the data load objects introduced in feature pack 3 and the database tables they populate.

The Developing book in the Information Center includes an updated web services section. Select the top level topic for a summary of how WebSphere Commerce uses web services and a description of the resources available to help you create new web services or modify existing ones.

Web service component summary

Storefront

- Catalog
  – **CatalogNavigationView noun***
- Gift Center
- Infrastructure (Configuration noun is SOI)
- Installment
- Inventory
- Marketing
- Member (SOI)
- Order (SOI)
  – **Order noun***
- Price (PriceList noun is SOI)
- Search
- Store
- Wallet

*Updated in FEP 3

Management Center

- Catalog
- Content (SOI)
- Contract (SOI)
- Infrastructure (Configuration noun is SOI)
- Installment
- Marketing
- Price (PriceList noun is SOI)
- Promotion
- Search
  – **SearchTermAssociation noun***

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This slide provides a summary of the web service components currently used by the starter stores and Management Center. The nouns highlighted in blue have been updated in feature pack 3. The components and nouns marked as SOI provide service interfaces to call existing controller commands.

Summary

- Feature enablement options
- Store archive changes
- Feature adoption highlights
- Data load enhancements
- Web service summary

Adoption overview

The presentation began with a summary of the feature pack 3 feature enablement options. This was followed by a summary of the store archive changes. The presentation then highlighted the steps needed to adopt each of the solutions provided in feature pack 3. This presentation concluded with a review of the enhancements for data load and a summary of the web services updates.

References

- Enabling features
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.install.doc/tasks/tigfepenable.htm

- Overview of the Data Load utility
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.data.doc/concepts/cmlbatchoverview.htm

- WebSphere Commerce web services
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.webservices.doc/concepts/cwvwebservicestop.htm

- Web services reference
  - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.services.doc/refs/rwvserviceslist.htm

Adoption overview

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