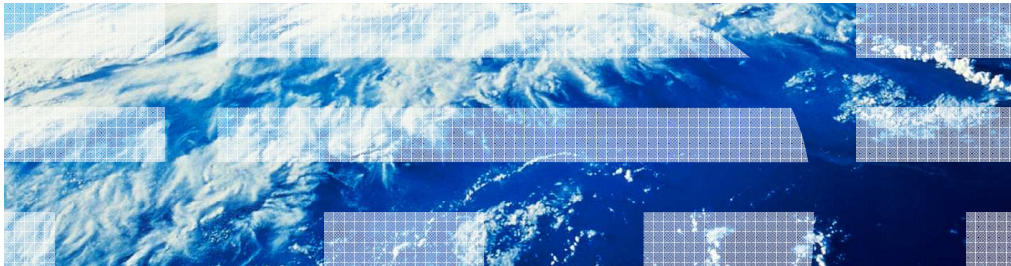


WebSphere Commerce V7 Feature Pack 4

Feature pack adoption overview



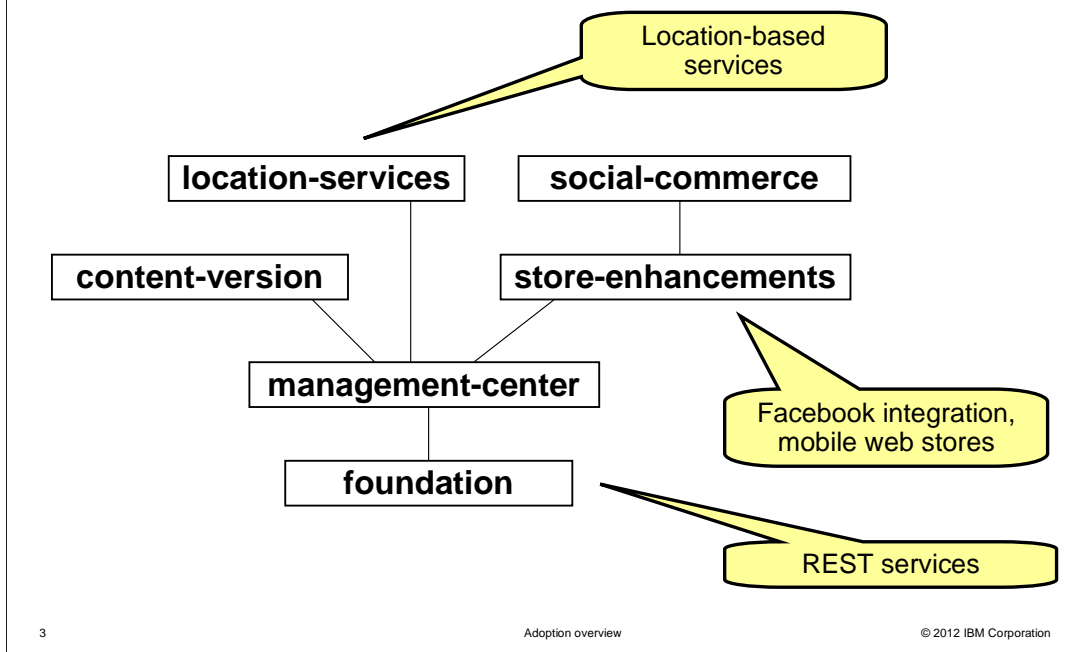
This presentation provides an overview of the steps needed to adopt WebSphere Commerce Version 7 Feature Pack 4. You should have an understanding of the solutions provided in Feature Pack 4 before viewing this presentation.

Table of contents

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

The presentation begins with a summary of the Feature Pack 4 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 4. This presentation concludes with a review of the enhancements for data load and a summary of the web service updates.

Feature enablement



WebSphere Commerce Feature Pack 4 contains six different groups of features that can be enabled. Location-services is a new feature in Feature Pack 4. 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

- Base store SARs
 - No significant changes
- Madisons enhancements SAR
 - Facebook integration
- Madisons mobile enhancements
 - Smart phone web store
- Madisons tablet
 - Tablet web store
- Social commerce
 - Facebook integration

Feature pack 4 does not introduce any major changes in the base store archive (SAR) files but as a best practice, you should publish new base SAR files before publishing add-on SAR files. The Madisons enhancements SAR file includes the Facebook integration feature and is also a prerequisite for the mobile SAR files. The Madisons mobile enhancements contains the store code used by the smart phone web and hybrid applications. The tablet SAR file contains the store code for the tablet web and hybrid applications. The social commerce SAR file also has updates to add the Facebook integration to the social bridging implementation.

Facebook integration

- Publish Madisons enhancements SAR and harvest assets
 - Feature name: *FacebookIntegration*
 - JSTLEnvironmentSetupExtForFacebook.jspf
 - Product and category display pages
 - Stores\WebContent\FacebookChannelUrl.html
- Register your application with Facebook at <http://developers.facebook.com/setup/>
 - Synchronize with Social Bridging applicationID in the adapter.config file if needed
- Update STORECONF table
 - Set the application ID and the store preview application id
 - insert into storeconf values (storeId, 'wc.facebook.application_id', AppID, 0);
 - insert into storeconf values (storeId, 'wc.facebook.preview_application_id', AppID, 0);
- Create marketing activities using the updated trigger or target
- Reference
 - http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.starterstores.doc/tasks/tsm_fbintegration_roadmap.htm
 - <http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.starterstores.doc/refs/rmsocfbintflows.htm>

In a development environment, publish the Madisons enhancements SAR and harvest the sample storefront code for Facebook integration. The feature name FacebookIntegration is used to include code specific to the integration. There is a configuration JSP fragment that loads the Facebook application ID for the store. The majority of the store page changes are to the product and category display pages. If you have social bridging enabled you will already have a Facebook application ID. If not, register for a new ID. This value needs to be manually inserted in the store configuration table in your database. Once you have Facebook integration enabled in your store, use the Management Center Marketing tool to create new web activities, dialog activities or search rules based on shoppers' interactions with the Facebook plug-ins.

Madisons mobile web stores

- Enable WebSphere Commerce search
- Publish Madisons mobile enhancements and / or tablet SAR to your store
- Confirm the list of supported devices for your stores
 - WC/xml/config/com.ibm.commerce.foundation/wc-devices.xml
- Reference
 - <http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.starterstores.doc/refs/rsmmobileworkw.htm>

To use the Madisons mobile web stores, you should first enable WebSphere Commerce search. Publish one or both of the Madisons mobile enhancement and tablet add-on SAR files on top of your existing store. Review the wc-devices.xml file to ensure it's accurate for the devices your mobile store will support.

Madisons mobile Android applications

- Enable WebSphere Commerce search
- Publish Madisons mobile enhancements (for hybrid)
- Locate sample code
 - <WC_InstallDir>/components/store-enhancements/samples/Android
- Develop your application based on the sample code
 - Hard code the host name and store ID
- Release your application to the Android marketplace
- Reference
 - <http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.starterstores.doc/concepts/csmmobileapp.htm>

To use the Madisons mobile Android applications, you should first enable WebSphere Commerce search for your store. If you are working with the hybrid application, you also need to publish the Madisons mobile enhancements SAR file to your store. Load the sample application code into your Android development environment and use it as a reference to develop your application. You will need to remove the development settings options and hard code the final host name and store ID. The catalog ID can be set from the WebSphere Commerce server side. When your application is complete, you can make it available through the Android marketplace.

Location-based services

- Enable one or more of the Madisons mobile applications (web or native)
- Data load point of interest data
 - <http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.data.doc/refs/rmlloadpoi.htm>
- Create eFlyers
- Create marketing activities using the new trigger or action
 - <http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center.doc/concepts/csbtrilocbase.htm>
 - <http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center.doc/concepts/csbactdisconloc.htm>
- Reference
 - <http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.webservices.doc/concepts/cwvlocation.htm>
 - <http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.starterstores.doc/refs/rsmmolocflow.htm>

On the storefront side, location-based services are demonstrated in each of the four Madisons mobile store options. Your first step in adopting location-based services is to implement one or more of these options for your store. Next, you need to load the point of interest data for your stores. There are sample data load scripts to help with this process. If you plan to support the eFlyer feature, you need to create flyers for your stores or regions. These can be in the form of a JSP or an image file. Next, use the Management Center Marketing tool to create web activities to display your eFlyers and / or dialog activities to react to check-in events.

REST services

- Enable WebSphere Commerce search
- Add / extend REST services to support any new / modified OAGIS services
- Reference
 - <http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.webservices.doc/concepts/cwvrest.htm>

If you plan to use REST services in a client application that supports catalog browsing you need to enable WebSphere Commerce search for your store. The existing services are available for you to use as soon as the foundation feature is enabled. No additional configuration is needed. If you want to access additional WebSphere Commerce OAGIS services or your own custom services, you need to create and deploy custom REST services.

Data load enhancement summary

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

Data load object	Tables loaded
Table loader	POINTOFINTEREST, POIDESC

In Feature Pack 4, data load support is added for the point of interest table and its corresponding description table. The data load samples for these tables use the table loader, not a business object loader.

Web service component summary

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 added in Feature Pack 4. The components and nouns marked as SOI provide service interfaces to call existing controller commands.

REST service summary

- Catalog
 - Navigation, search
 - Product prices and inventory
- Marketing
 - Marketing eSpots
- User management
 - Registration and authentication
 - Account management
 - Wish lists
- Order management
 - Shop carts
 - Order status
- Location
 - Store locator
 - User location

This slide summarizes the WebSphere Commerce resources that are accessible through REST services in Feature Pack 4. All services are intended for business-to-consumer use only. More information on individual services is available in the Information Center. A link is provided on the resources page at the end of this presentation.

References

- **Enabling features**
 - <http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.install.doc/tasks/tigfeenable.htm>
- **Overview of the Data Load utility**
 - <http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?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/cwwebservicestop.htm>
- **Web services reference**
 - <http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.services.doc/refs/rwsserviceslist.htm>
- **REST service reference**
 - <http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.starterstores.doc/concepts/cwvrestapi.htm>

This slide contains some references for further reading on this topic.

Summary

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

The presentation began with a summary of the Feature Pack 4 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 4. This presentation concluded with a review of the enhancements for data load and a summary of the web service updates.

Feedback

Your feedback is valuable

You can help improve the quality of IBM Education Assistant content to better meet your needs by providing feedback.

- Did you find this module useful?
- Did it help you solve a problem or answer a question?
- Do you have suggestions for improvements?

Click to send email feedback:

mailto:iea@us.ibm.com?subject=Feedback_about_FEP4AdoptionOverview.ppt

This module is also available in PDF format at: [../FEP4AdoptionOverview.pdf](..../FEP4AdoptionOverview.pdf)

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



Trademarks, disclaimer, and copyright information

IBM, the IBM logo, ibm.com, and WebSphere are trademarks or registered trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of other IBM trademarks is available on the web at "[Copyright and trademark information](http://www.ibm.com/legal/copytrade.shtml)" at <http://www.ibm.com/legal/copytrade.shtml>

Other company, product, or service names may be trademarks or service marks of others.

THE INFORMATION CONTAINED IN THIS PRESENTATION IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY. WHILE EFFORTS WERE MADE TO VERIFY THE COMPLETENESS AND ACCURACY OF THE INFORMATION CONTAINED IN THIS PRESENTATION, IT IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED. IN ADDITION, THIS INFORMATION IS BASED ON IBM'S CURRENT PRODUCT PLANS AND STRATEGY, WHICH ARE SUBJECT TO CHANGE BY IBM WITHOUT NOTICE. IBM SHALL NOT BE RESPONSIBLE FOR ANY DAMAGES ARISING OUT OF THE USE OF, OR OTHERWISE RELATED TO, THIS PRESENTATION OR ANY OTHER DOCUMENTATION. NOTHING CONTAINED IN THIS PRESENTATION IS INTENDED TO, NOR SHALL HAVE THE EFFECT OF, CREATING ANY WARRANTIES OR REPRESENTATIONS FROM IBM (OR ITS SUPPLIERS OR LICENSORS), OR ALTERING THE TERMS AND CONDITIONS OF ANY AGREEMENT OR LICENSE GOVERNING THE USE OF IBM PRODUCTS OR SOFTWARE.

© Copyright International Business Machines Corporation 2011. All rights reserved.