IBM

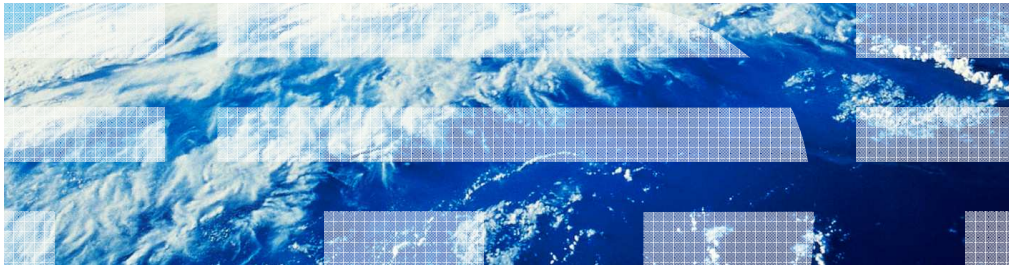# WebSphere Commerce V7 Feature Pack 4

Feature pack overview

This presentation provides an overview of the product enhancements in WebSphere Commerce Version 7 Feature pack 4. You should have a general knowledge of the features in WebSphere Commerce Version 7 before viewing this presentation.

Table of contents

- Cross-channel optimization
- Customer-centric commerce
- Foundational leadership

Feature pack overview

WebSphere Commerce V7 Feature Pack 4 delivers features in three theme areas, cross-channel optimization, customer-centric commerce, and foundational leadership. This presentation will introduce you to the features associated with each theme. Cross-channel optimization, which includes the Mobile Commerce solution and location-based services is described first. Following cross-channel optimization are the customer centric features which include Facebook integration and new precision marketing capabilities. This presentation concludes with the foundational leadership feature of REST services.

WebSphere Commerce V7 feature pack roadmap (1 of 2)

May / 2010
WC V7 Feature Pack 1

- *Remote widgets*
- *Digital coupons*
- *Precision Marketing Enhancements*
  - Product ranking
  - Browse history
- *Installation payments*
- *Reduce Total Cost of Implementation*
  - eXtreme Scale integration
  - Order processing enhancements
  - Workspace data load
  - HTML and Test assets
- *Extend Management Center Tools Support*
  - Catalog upload

| *Customer Centric Commerce* |
| *Business to Business (B2B)* |
| *Cross-Channel Optimization* |
| *Foundational Leadership* |

Dec / 2010
WC V7 Feature Pack 2

- *WC Search*
- *Service provider solution*
- *Social Bridging*
- *Coshopping*
- *Coremetrics Intelligent Offer integration*
- *Price Rules*
- *Sterling Commerce integration through DOM*
- *Extend Management Center Tools Support*
  - Catalog filter
  - Attribute Dictionary
  - Store Management
  - Content Versioning
- *Web Feed integration*

3   Feature pack overview   © 2012 IBM Corporation

This slide gives an overview of the WebSphere Commerce V7 Feature Pack roadmap. Each of the four themes are color coded and the legend is shown at the bottom.

WebSphere Commerce V7 feature pack roadmap (2 of 2)

June / 2011
WC V7 Feature Pack 3

- *WC Search enhancements*
- *Improved Coremetrics Intelligent Offer integration*
- *Precision Marketing Enhancements*
  - New dialog activity triggers
- *Sterling Commerce integration through DOM*
- *Sterling Configurator integration*
- *Reduce Total Cost of Implementation*
  - Updated test assets
  - Member data load
- *Extend Management Center Tools Support*
  - Workspace administration
  - Access Coremetrics reports
- *Search engine optimization*
- *New Catalog services*
- *WCBD enhancements*
- *Merchant key rotation*

November / 2011
WC V7 Feature Pack 4

- *Facebook Integration*
  - Like button and Activity Feed
- *Precision Marketing Enhancements*
  - New location-based services trigger and action
- *Mobile Commerce*
  - Enhanced Madisons Mobile Store
  - Madisons Tablet store
  - Device-specific Madisons applications
  - Location-based services
- *REST Services*

| *Customer Centric Commerce* |
| *Business to Business (B2B)* |
| *Cross-Channel Optimization* |
| *Foundational Leadership* |

Feature pack overview

The new features for Feature Pack 4 are shown on the right. The remainder of this presentation will focus on the new Feature Pack 4 capabilities.

Overview.ppt

## Store updates for Feature pack 4 and fix pack 5

- Updated
  - Madisons and ExtendedSites sar files
  - Madisons enhancement sar files
  - SocialCommerce sar file
  - MadisonsMobileEnhancements sar file
- New
  - MadisonsTablet sar file
  - Android sample applications

Feature pack overview

Fix pack 5 and Feature pack 4 provide updates to many of the existing store archive files and one new store archive. To try out the features described in this presentation, you should publish a new version of the Madisons or Extended sites store archive. On top of the base store archive, you can publish an updated copy of the add-on store archives for Madisons enhancements, Social Commerce, and Madisons mobile enhancements. One new add-on store archive is added in Feature pack 4. The Madisons tablet store archive adds a new layout for the Madisons store specifically for viewing on tablet devices. Also new are sample device-specific applications for Android devices. These sample applications are described further in the next section.

Section

Cross-channel optimization

Feature pack overview

This section covers the cross-channel features. Mobile commerce is included in this section along with location-based services.

Mobile solution overview for Feature Pack 4
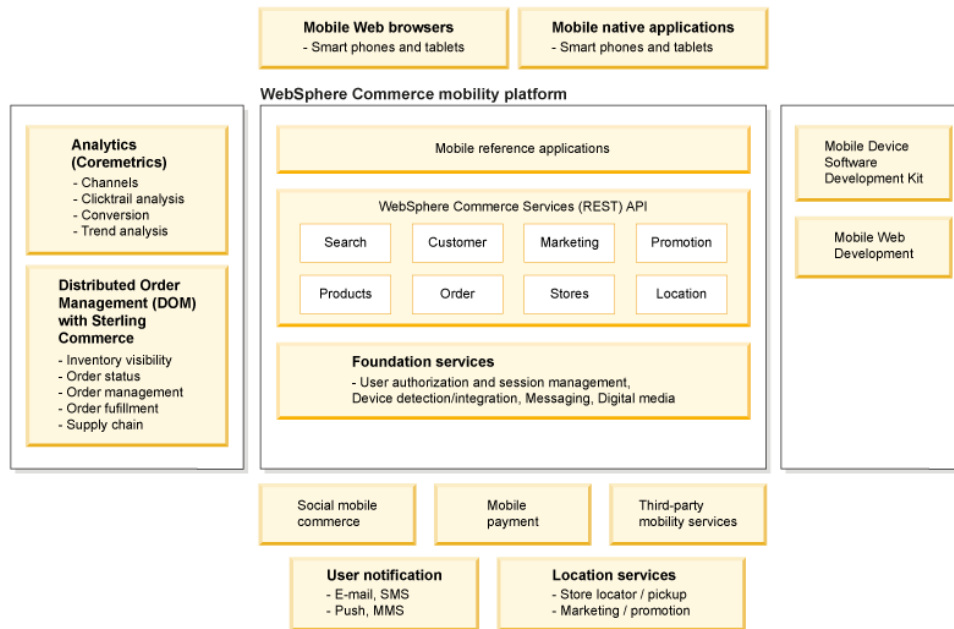
This chart summarizes the mobile solution in Feature Pack 4. The top of the diagram shows the various ways smart phones and tablets can access a WebSphere Commerce store. New store layouts are provided for viewing the store from a smart phone or tablet browser. There are also device-specific sample applications for Android and iOS devices. Collectively, the mobile web stores and applications are referred to as the mobile reference applications. Similar to the traditional starter stores, the mobile reference applications make use of services to access the WebSphere Commerce application. A new REST service layer has been added that is used by the mobile native applications. The web-based mobile stores use the existing OAGIS services.

The left side of the diagram lists WebSphere Commerce capabilities that can be added to the mobile reference applications such as analytics and distributed order management (DOM) integration. For example, orders submitted through the mobile channel can be processed by your back-end DOM system. The right side of the diagram lists the technologies used in building the mobile reference applications. Finally, the bottom of the diagram highlights other integrations that are possible with this solution such as user notification capabilities, social mobile commerce, mobile payment, location services and other vendor mobility services.

Mobile sample summary

- Enhanced Madisons mobile web stores
  – Smart phones
  – Tablets
- Device-specific Madisons applications
  – Android phones
  – iOS phones and tablets

Mobile Web		Native Application	Hybrid Application
Smart phone	Tablet	Smart phone	Smart phone
✓	✓	✓	✓
Android iPhone Blackberry Other WebKit-based Web browsers	Android iPad Playbook	Android	Android iPhone iPad

Feature pack overview

This slide summarizes the type of mobile reference applications available for each device type. The mobile web stores for smart phones and tablets are available for the widest range of devices. For older smart phones, the mobile web store released in WebSphere Commerce version 7 can still be used. Device-specific sample applications are available for Android smart phones and iOS phones and tablets. The iOS application is available as a separate download. It is not included with Feature Pack 4.

Two types of device-specific applications are available. The hybrid application provides a native application frame but uses the built-in WebKit browser to render store pages built by the mobile web store JSP files. By comparison, the native application contains a device-specific store page layout and communicates with WebSphere Commerce through the new REST services layer as shown on the previous slide.

Overview.ppt

Mobile store for smart phones

Search

Swipe
eSpot

Multiple
wish lists

Cross
channel
inventory

Location
based
services

On this slide, you can see screen captures of the mobile web store for smart phones. This store contains some mobile-specific features such as a touch swipe e-Marketing Spot and location-based services. The location-based services are described in more detail on a later slide. The mobile web store also takes advantage of many existing features from the Madisons desktop store. These include WebSphere Commerce search, multiple wish lists and cross-channel inventory support.

Mobile store for tablets

Frequently used features

Swipe eSpot

Action buttons

The tablet web store has a similar layout to the smart phone store but takes advantage of the bigger screen with larger graphics and extra e-Marketing Spots. Frequently used features are grouped in the header and other store actions are provided as buttons in the footer. The smart phone and tablet web stores are capable of integrating with a mapping service to show physical store locations. A small store customization is needed to add the mapping service API calls.

Hybrid application

Device specific header

Same page content as web store

Device specific option menu

Here you see a screen capture of the Android hybrid application. The header area and menu options are generated by the application. The main store content area is generated by the same JSP files as the smart phone web store. The phone's WebKit browser is used to display the store content. The benefit of the hybrid application over the fully browser-based web store is access to other device capabilities. For example, the hybrid application supports 2D barcode scanning, voice search, and can use the phone's contact list for selecting shipping and billing addresses. Barcode scanning and voice search require additional applications to be installed to support those features.
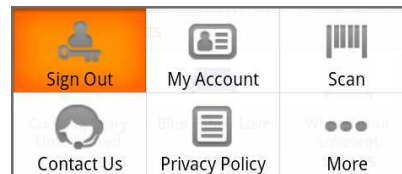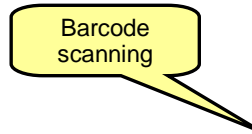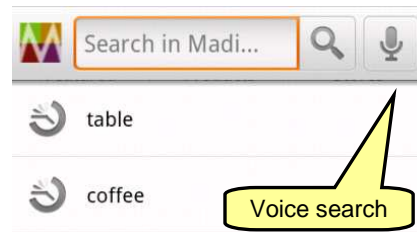
Native application
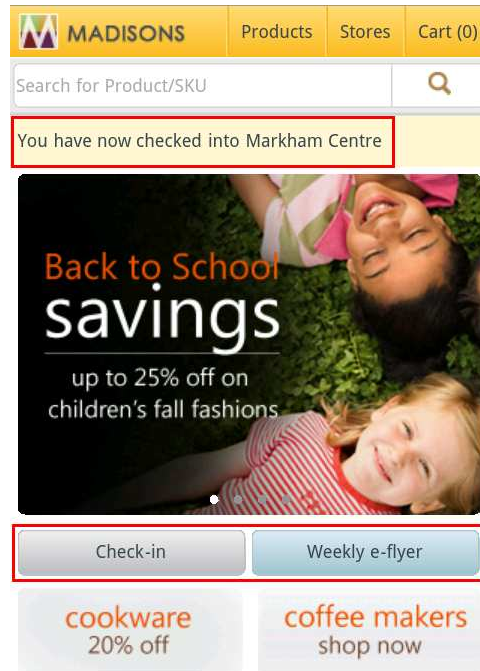
The Android native application has a slightly different look than the hybrid application and smart phone web store. It provides a truly native experience as the UI is completely generated and controlled by the application. Similar to the hybrid application, it provides device-specific features such as 2D barcode scanning, voice search and contacts list integration.

Location-based services

- Check-in
  - Shoppers indicate their location and receive location-specific information or rewards
  - Smart phone web store, hybrid and native applications
- eFlyer
  - Display region or location-specific advertising
  - Smart phone web and tablet stores, hybrid application

MADISONS   Products   Stores   Cart (0)

Search for Product/SKU

You have now checked into Markham Centre

Back to School savings
up to 25% off on children's fall fashions

Check-in   Weekly e-flyer

cookware 20% off   coffee makers shop now

13   Feature pack overview   © 2012 IBM Corporation

Feature Pack 4 includes a location-based services feature. The location-based services supported in Feature Pack 4 are store check-in and eFlyer. Store check-in allows shoppers to indicate when they arrive at a physical store. Marketing managers can react to check-in events and target store-specific rewards or advertising to the shopper. The eFlyer provides a way to display location-specific advertising in the store such as a weekly sales flyer for the closest physical store or sales region. The precision marketing tools in Management Center have been enhanced to support these new marketing capabilities. Those updates are described in the next section.

The check-in feature is provided in the smart phone web store and device-specific applications only. It is not available in the tablet store. The eFlyer feature is available in both the smart phone and tablet web stores and the Android hybrid application. It is not included in the Android native application.

Section

Customer-centric commerce

Feature pack overview

This section covers the customer-centric commerce features. The features introduced in this section include Facebook integration and new precision marketing capabilities.

IBM

Facebook integration

- Demonstrates best practices for integrating Facebook social plug-ins into Madisons store by providing an Facebook integrated Madisons
  - Like button on Home page
  - Like and Send button on Product Details page
  - Activity Feed
  - Support for Facebook Login
- Allows business users to target Facebook users of their site with precision marketing
 - Target a shopper who "Liked" your home page or a product

Facebook provides a set of social plug-ins for use in websites. These plug-ins are extremely popular, due to the success of Facebook and the relative ease of integration. The most popular of these plug-ins is the "Like Button". The Like button is an easy way for Facebook users to share things they like on the web with their Facebook friends. The consistent UI and easy-to-understand metaphor has led to widespread adoption. In spite of the ease of getting the social plug-ins to appear on a web page, you still need to get the plug-ins to operate both functionally and in a performant manner. Feature Pack 4 integrates some of the more popular widgets into the Madisons store and provides documentation on best practices for performing the integration. This integration within Madisons allows you to see how to get the Like content to appear correctly on Facebook, how to integrate these new features with Social Bridging, and how to integrate these new features with precision marketing.

Like and Activity Feed

Like on Product Page:

Activity Feed:

Feature pack overview
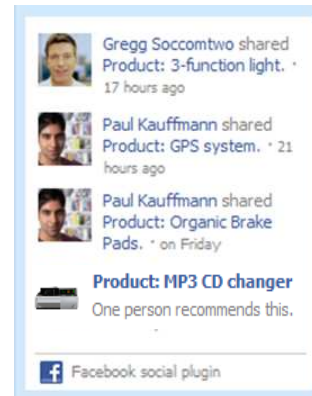
The like button lets a shopper share your store content with friends on Facebook. A shopper can click the like button and then enter a comment as shown here on the top left. That comment plus a URL back to your site is then posted on the shopper's friends' Facebook News Feed. The Madisons store in Feature Pack 4 uses Facebook's attributes to add the plug-ins. It also includes the Open Graph meta tags on the Madisons pages that have Like buttons. When Facebook parses your page, it grabs these meta-tags so that it can display your content correctly. One of the advantages of using Facebook plug-ins is that they are connected to the Facebook authentication mechanism. So, if a shopper is already logged into Facebook, they do not need to re-authenticate in order to "Like" something. The Activity Feed plug-in shows activity by a Facebook user's friends on the site, if there is not enough Friend activity it is filled with recommendations from others as shown on the right with the MP3 product recommendation.

Precision marketing enhancements

- Enhanced dialog activity trigger
  – Customer Participants in Social Commerce

- Enhanced target
  – Social Commerce Participation

- New dialog activity trigger
  – Customer Check In

- New web activity action
  – Display Location-based Content

Feature pack overview

Feature Pack 4 includes enhancements to the existing Social Commerce trigger and target to support the new Facebook integration. There is also a new dialog activity trigger called Customer Checks In and a new web activity action called Recommend Location-based Content to support the new location-based services feature that was described in the previous section.

Updated trigger – Customer Participates In Social Commerce

Customer Participates In Social Commerce

Type of Like

Clicked Facebook Like for home page
Clicked Facebook Like for product

Activity type ⓘ Clicked Facebook Like for product ▼

Activity filters ⓘ

* Name	* Matching Rule	* Value
Category	Matches ▼	Furniture
0 of 1 selected		

*Times ⓘ 2

Time frame ⓘ At any time ▼

WebSphere Commerce V7 includes the Customer Participates in Social Commerce trigger. The existing trigger enables targeting of a customer based on their social participation and was enhanced in Feature Pack 3 to include additional activity types so that information collected through the social commerce widgets can be used. You can specify the social activity type and then apply additional filters to match very specific behavior. In Feature Pack 4 the trigger has been updated to include Facebook activities. There are now two new activity types, Clicked Facebook Like for home page and Clicked Facebook Like for product. For clicked Facebook Like for product you can then also filter by manufacture name, category, or catalog entries. A sample scenario is to put a customer into a special Furniture shopper segment if they Like'd two products in the Furniture category.

Updated target – Social Commerce Participation

Social Commerce Participation

Type of Like

Clicked Facebook Like for home page
Clicked Facebook Like for product

Target customers ⊙ Who satisfy all of the following conditions
○ Who do not satisfy all of the following conditions

Activity type ⓘ Clicked Facebook Like for product ▼

Activity filters ⓘ

* Name	* Matching Rule	* Value
Category	Matches ▼	Desks
0 of 1 selected		

Frequency ⓘ At least the following number of ti ... ▼

*Times 1

Time frame ⓘ At any time ▼

Feature pack overview   © 2012 IBM Corporation

WebSphere Commerce V7 also introduces the Social Commerce Participation target which allows you to target customers based on their social commerce behavior. Customers with a high number of interactions can be rewarded, and customers with a low number of interactions can be encouraged to participate more. Customers with no interactions can be informed about the social commerce capabilities on the site. The existing target has been enhanced to include the same activity types as the trigger seen on the previous slide. This screen capture shows the Clicked Facebook Like for a product with a Desks Category. For example, this target can be set up so that if a customer likes a product within the Desks category then an e-marketing spot can contain Desk Lamps in the category recommendations section of the store.

New Customer Check In trigger
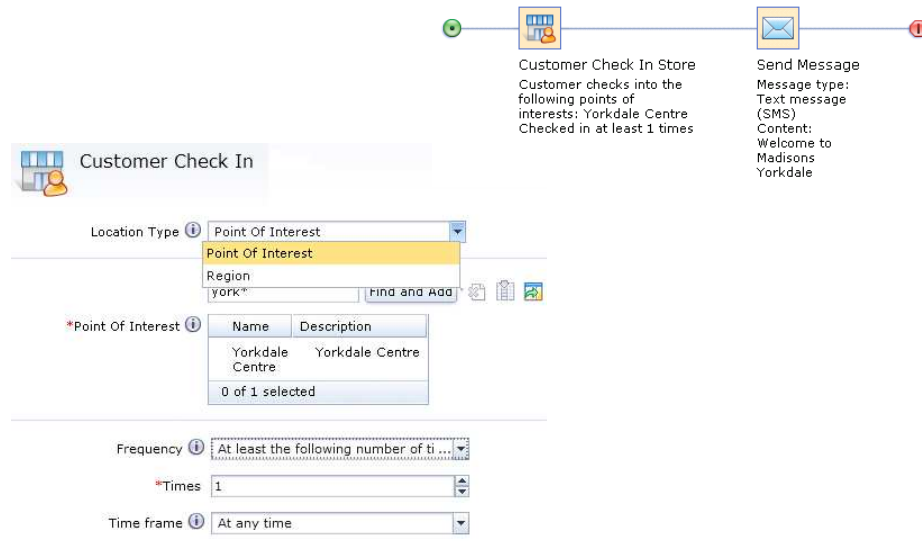
There is a new dialog trigger for tracking when a shopper checks-in using their mobile device. The check-in location type can be a point of interest, such as a specific store, or a region, such as a city. The screen capture shows a single point of interest selected however multiple stores or cities can be selected in a single activity. When setting up this trigger, you also have the option to set frequency details such as how many times a shopper checked-in over a period of time. The dialog activity in the upper right of the screen shows a simple example. When a shopper checks in to the Yorkdale Centre then they receive a text message welcoming them to the store and informing them of the store specials.
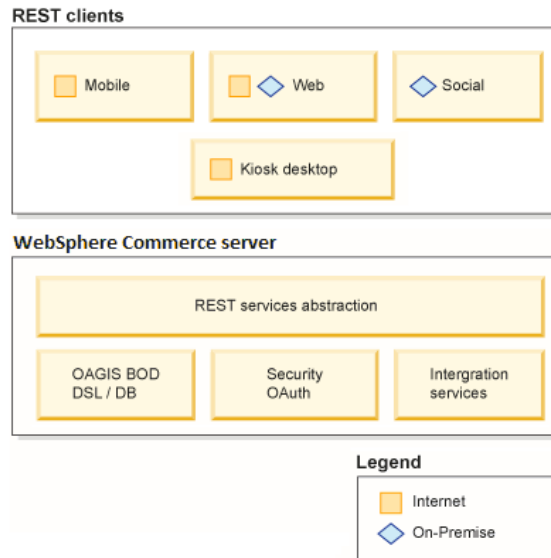
New Display Location-based Content action
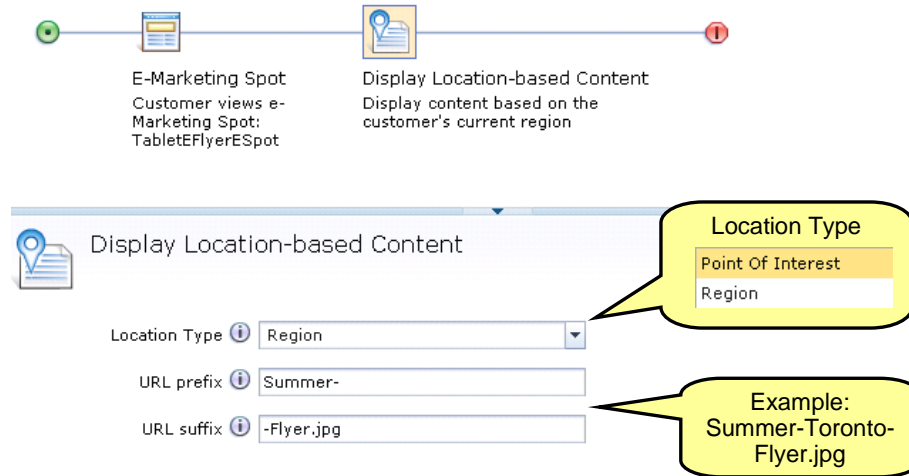
There is a new web activity action called "Display Location-based Content". This action allows you to define local marketing content to display in the store when the shopper clicks the eFlyer button. As with the "Customer Check In" trigger, you can target a specific store or a larger region such as a city or state. Rather than having to configure recommended content for many different locations, a specific naming convention is used. The name of the point of interest or region must appear in the name of the file that contains the marketing content. Within the action, you can define a prefix that comes before the region or point of interest name, if any. You can also specify a suffix, including a file extension, that comes after the name. In the example shown on the slide, the location-based content files have the format Summer-regionName-Flyer.jpg

Section

Foundational leadership

Feature pack overview

This section covers the foundational leadership features. REST services are included in this section.

Sample RESTful applications

REST clients

Mobile	◇ Web	◇ Social

Kiosk desktop

WebSphere Commerce server

REST services abstraction

OAGIS BOD DSL / DB	Security OAuth	Intergration services

Legend

☐ Internet
◇ On-Premise

The REST services framework was first introduced in Feature Pack 1 to support remote widgets and feeds. The initial framework only supported unauthenticated GET requests. In Feature Pack 4, the framework is extended to support authentication and GET, POST, PUT and DELETE requests. This enhanced framework now allows you to build RESTful applications using predefined WebSphere Commerce REST services or your own custom services. This diagram shows several types of clients that might make use of REST services. In Feature Pack 4, the REST services are demonstrated in the Android native application for Madisons.

The REST services framework is implemented using JAX-RS and sits on top of the existing WebSphere Commerce OAGIS service framework. Incoming REST requests are mapped to OAGIS services and then run against the WebSphere Commerce server. The service data object (SDO) returned as a result is converted into a JSON object before being returned as the response of the REST service request. In the case of login and user registration requests, security tokens are returned in the service response. These tokens can then be included in future requests that require the shopper to be authenticated.

REST service summary

- Catalog Services
  - Navigation, Search
  - Product prices and inventory

- Marketing and Promotion Services
  - Marketing eSpots

- User Management Services
  - Registration and authentication
  - Account management
  - Wish lists

- Order Management Services
  - Shopping cart
  - Order status

- Location Services
  - Store locator
  - User location

The REST services provided in Feature Pack 4 include services for several different component areas within WebSphere Commerce. A summary of the available services is shown on this slide. More detailed information can be found in the WebSphere Commerce Information Center.

Calling REST services

- HTTP methods
  - GET, PUT, POST, DELETE
  - Use "X-HTTP-Method-Override" if PUT and DELETE are not supported

- Resource URI
  - http://hostname/wcs/resources/store/storeId/resource_name/identifier
  - Example
    - http://hostname/wcs/resources/store/10001/cart/@self

- Input and output format is JSON
  - XML input format also supported (converted to JSON)

You can call the REST services by initiating an HTTP request which can be a GET, POST, PUT, or DELETE. In cases where PUT and DELETE requests are not supported, an override can be specified in the request header.

A resource URI is shown here. It starts with the host name and continues with the fixed values of wcs/resources/store. Next comes the store ID and name of the resource such as cart, member or order. The URI ends with an identifier for the specific resource you are accessing. The example shown is the URI for a get shopping cart request.

The input data format is JSON or XML. If XML is used, it is converted to JSON before the request is processed. The output format is JSON. You can create a custom output format if needed.

Summary

- Cross-channel optimization
- Customer-centric commerce
- Foundational leadership

Feature pack overview

WebSphere Commerce V7 Feature Pack 4 delivers features in three theme areas, cross-channel optimization, customer-centric commerce and foundational leadership. This presentation covered features associated with each theme. Cross-channel optimization included the Mobile Commerce solution and location-based services. The customer centric features included Facebook integration and new precision marketing capabilities. The presentation concluded with the foundational leadership feature of REST services.

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_Overview.ppt

This module is also available in PDF format at: ../Overview.pdf

27   Feature pack overview   © 2012 IBM Corporation

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

Trademarks, disclaimer, and copyright information

28