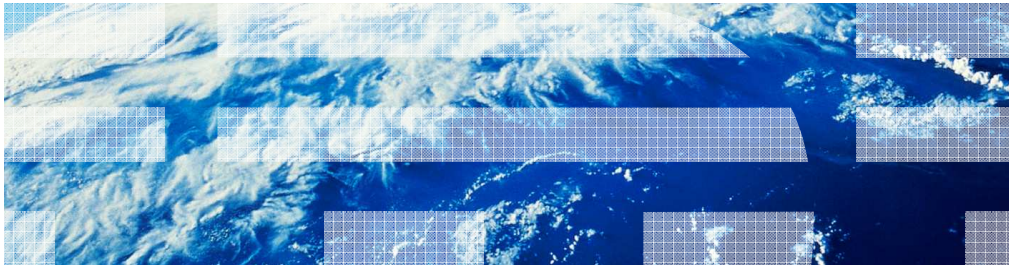


WebSphere Commerce V7 Feature Pack 5

Bazaarvoice ratings and reviews integration



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Feature Pack 5 includes the Integration of Bazaarvoice Ratings and Reviews widgets into the Aurora business-to-consumer Starter Store using a standard client-side integration approach.

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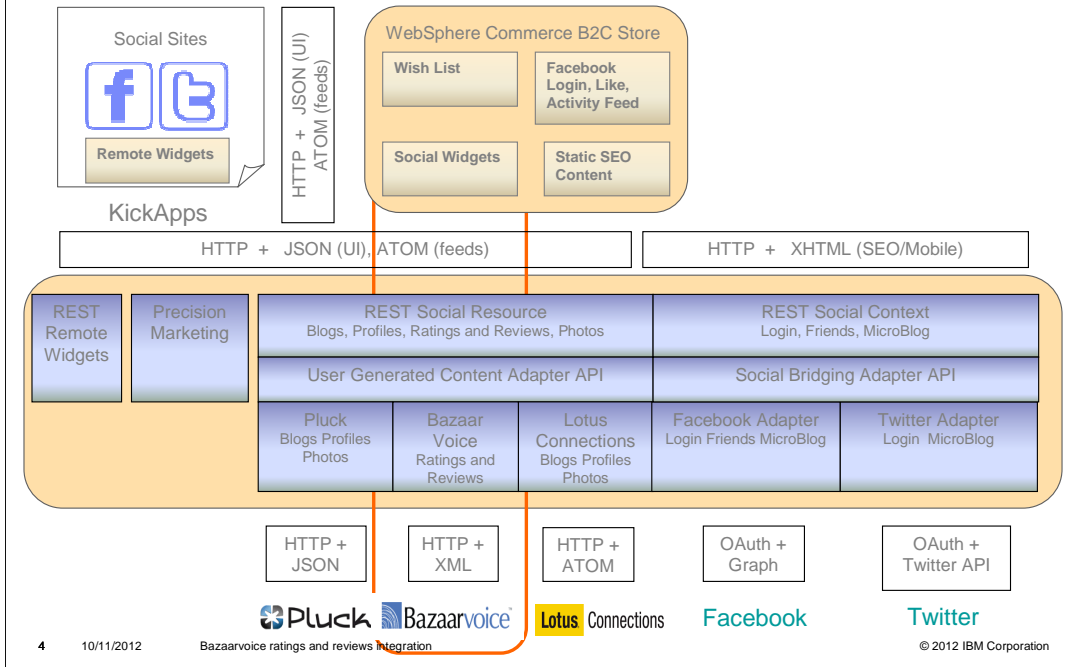
This presentation will begin with a high level overview of the ratings and reviews integration with Bazaarvoice and the differences between the server-side integration and client-side integration. The Bazaarvoice widgets are discussed next. Details about the product catalog feed and Smart SEO basic feed and the integration steps are also covered. The final section covers some customization topics.

Feature pack 5

- Bazaarvoice is a company specializing in user-generated content in the form of customer reviews
- Shoppers can give products a star rating and provide review comments
 - Provides enhanced ratings, reviews and photo/video upload
- Feature Pack 5 integrates Bazaarvoice ratings and reviews into Aurora store using client-side integration
- Social Bridging and Social Commerce including server-side integration of ratings and reviews using sMash is deprecated in FEP5
 - Facebook integration delivered in FEP4 is not affected

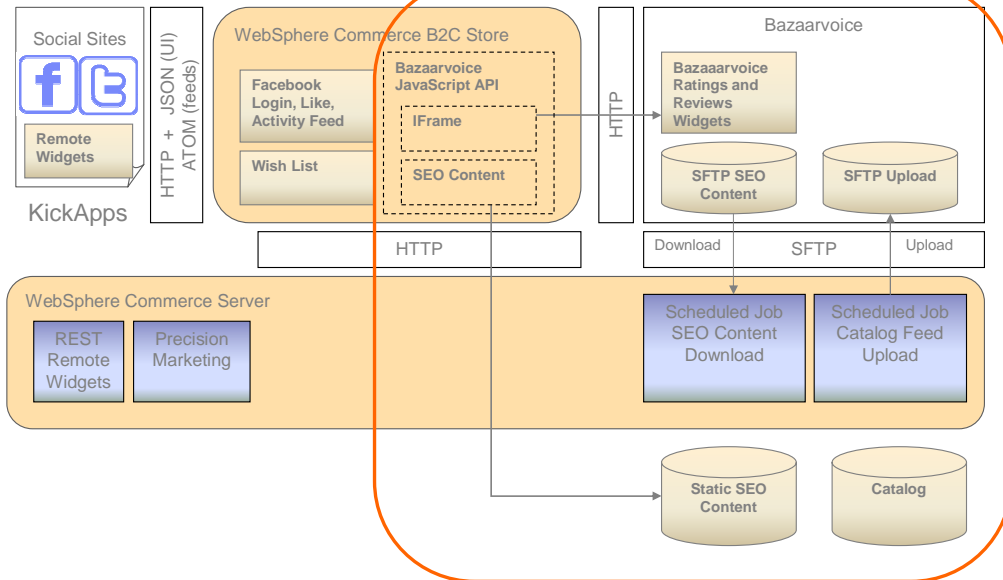
Bazaarvoice is an optional feature that delivers ratings and reviews that can be easily integrated into your storefront. Bazaarvoice specializes in user-generated content in the form of customer reviews. Shoppers can give products a star rating and provide review comments. Other shoppers can see the ratings and reviews for a product. Bazaarvoice provides a moderation service in which every review is moderated by a real person watching for spam. It is easy to integrate the Bazaarvoice ratings and reviews into your store using the client-side integration which provides enhanced ratings, reviews and photo/video upload. The Aurora store provides a model of using client-side integrations so additional client-side integrations can be added with other service providers. Social Bridging and Social Commerce including server-side integration of ratings and reviews using sMash is deprecated in Feature pack 5. The Facebook integration delivered in feature pack 4 is not affected and you can still integrate the Facebook features into your storefront.

Bazaarvoice integration in WebSphere Commerce V7 (existing)



This slide shows the Bazaarvoice integration in WebSphere Commerce V7. Here a plug-in architecture for integration of review providers are used. The architecture in V7 and various feature packs up to Feature Pack 4 uses dojo based widgets created by IBM on the front end to communicate with REST services running in a WebSphere sMash backend. This allows the ability to have different providers in the backend such as Bazaarvoice. This layout is not what is typically done for Bazaarvoice integration. The trend is toward more client-side integration where a JavaScript development kit or APIs are used to pull content into page, generally into an iFrame. Feature Pack 5 delivers this new client-side integration.

Bazaarvoice client-side integration (new)



With the new approach, Bazaarvoice JavaScript APIs are used to pull the content of reviews directly into the storefront. This is a hosted integration model in that Bazaarvoice has widgets that the store embeds into the page. You will use the JavaScript API to pull the widgets into an iFrame and pull in basic Smart SEO content. Pulling in the Smart SEO content allows external search engines to search for the reviews created within your storefront. Another piece that is added with the client-side integration is the catalog feed. When Bazaarvoice has information about the products and categories of your store, it improves styling of the review pages and allows Bazaarvoice to supply extra reporting capabilities. This implementation for ratings and reviews follows the Facebook integration in Feature Pack 4. The Facebook integration remains unchanged and independent of this work. The older Social Commerce and Social Bridging server-side integration code is deprecated in Feature Pack 5. The Rating and Review integration only shows off the Bazaarvoice integration in the Aurora storefront following the client-side approach.

Server-side versus client-side integration – social strategy comparison

Server-side strategy (existing)	Client-side strategy (new)
Current WebSphere sMash-based plug-in implementation since WC V7	Implementation recommended by social providers like Bazaarvoice and used by existing customers
Provides Blogs, Ratings and Reviews, Photo Upload	Provides enhanced Ratings, Reviews and Photo/Video Upload, can add Blogs through customization
Non-standard implementation to service provider partners	Same approach used for Facebook integration in Feature Pack 4
	Model for additional client-side integrations
	Extra: Supports authentication through store or through email

This slide shows a high level server-side versus client-side integration comparison chart. The server side strategy that exists in the older V7 feature packs uses the WebSphere sMash-based plug-in. This is a non-standard implementation to service providers and provides blogs, ratings and reviews, and photo upload. The new client-side approach is following the recommended implementation by Bazaarvoice. You can easily pick up new Bazaarvoice features since you are using their widgets. Bazaarvoice provides enhanced Ratings, Reviews and Photo/Video upload within the reviews. Although the new approach does not have Twitter and Facebook login, Bazaarvoice provides two authentication methods one through the store and a second through email. The non-authenticated flow allows guest users to create ratings and reviews. After the review is created, an email is sent to the address provided asking the shopper to confirm that they are the person who created this review.

Server-side versus client-side integration – Limitations

Server-side strategy (existing)	Client-side strategy (new)
<p>Limitations:</p> <ul style="list-style-type: none"> ▪No access to Bazaarvoice network of syndicated reviews due to lack of catalog feed ▪Limited reporting capabilities due to lack of catalog feed ▪Limited UI features ▪No secondary attributes such as apparel fit ▪No featured reviews, badging, or tagging ▪No photo/video upload as part of review 	<p>Limitations:</p> <ul style="list-style-type: none"> ▪No precision marketing ▪No Lotus Connections/Pluck – model for integration only ▪No Social Bridging logon through Facebook and Twitter for creating community content ▪No “My Reviews” support on account page ▪Migrating from a Social Commerce V7 sMash-based installation to a client-side installation is not supported

This slide continues with the comparison of the server-side strategy versus the new client-side strategy in comparing the limitations that exist for each approach. The server-side strategy includes the limitation of not having access to Bazaarvoice’s network of syndicated reviews. Bazaarvoice can match information from the catalog with the shopper’s default list of reviews. It needs the catalog data feed to accomplish this and in V7 this is not provided. Not providing Bazaarvoice with the catalog data feed also creates limited reporting capabilities in which reviews can be analyzed based on categories and products. The server side integration also has limited UI features. The Dojo widgets are IBM created and include the login with Facebook and Twitter, but the widgets are limited because the standard Bazaarvoice widgets are not used. For example, the widgets do not include secondary attributes such as fit of Apparel and there is no ability to customize the review. There are no featured reviews, badging rewards, and review tagging where a shopper can add tags to reviews to indicate pros and cons for products.

The client side approach has its set of limitations too. With the client-side approach, screen readers read the data in the iFrame so there is no precision marking integration such as V7 had where an event is recorded and some marketing actions occur. There is no Lotus Connections or Pluck integration although the Aurora store shows off the client-side Bazaarvoice integration as a model for other integrations. There is also no social bridging capabilities and the shopper cannot create community content with Facebook or Twitter. The My Reviews account page is not included in the Aurora store. Finally, there is no support for migrating from a Social Commerce V7 sMash-based installation to a client-side installation.

Limitations

- No order feed for follow-up emails
- No support for reviews on bundles, dynamic kits, and Bazaarvoice “Product Families”
- No rating or review content on category pages
- No marketing integration
- Reviews are not search enabled for the Websphere Commerce search solution (same is true of existing server-side integration)
- Smart SEO Basic support only, no support for paging or Bazaarvoice Smart SEO Basic Interactive archive
- No support for incremental Product Catalog feeds
- Potential accessibility limitations

This slide continues with limitations for the Bazaarvoice integration. Most are limitations in the Aurora storefront and can potentially be customized for your storefront. Bazaarvoice asks for a feed of customer orders so follow up emails can be generated when a shopper has made a purchase to remind them to create a review. The current Bazaarvoice implementation in the Aurora store does not send this order feed to Bazaarvoice. Bazaarvoice has special ways in which they treat bundles of products, currently there is no support for reviews on bundles, dynamic kits and the Bazaarvoice “product families” within the Aurora store implementation. There is no rating and review content on category pages and there is no marketing integration. Reviews are not search enabled within the storefront which was also true for the server-side integration.

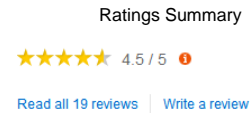
Another limitation is a Bazaarvoice limitation in that it provides Smart SEO Basic support only. The Smart SEO basic support does not support paging, so it only provides SEO content for the first page of reviews. There is also no support for Bazaarvoice Smart SEO Basic Interactive archive, which provides a way to optimize SEO content. The Aurora store implementation does not support incremental product catalog feeds, although Bazaarvoice does support incremental feeds. There is only support for uploading a full catalog feed. Also to note, Bazaarvoice has some potential accessibility limitations so see the Bazaarvoice documentation to better understand these limitations.

Bazaarvoice widgets

The next section goes over the three Bazaarvoice widgets and how to integrate the widgets within your storefront.

Bazaarvoice widgets

- There are three widgets
 - Ratings summary
 - Primary display area
 - Lists the first page of ratings and reviews
 - Submission Container
 - Allows shoppers to create reviews
 - Form hosted by Bazaarvoice
- Bazaarvoice JavaScript API is used within Aurora to embed these widgets
- Stylesheets are hosted by Bazaarvoice and customized by working directly with them



Bazaarvoice provides three widgets. The first is the ratings summary which can be shown at the top of the product pages and is typically shown before the list of reviews. The second is the primary display area which lists the first page of ratings and reviews and has paging capabilities for additional pages. The size of the pages are configured with Bazaarvoice. Photographs and videos are embedded into the reviews. The size of the photos and videos are controlled by Bazaarvoice. The third is the submission container that allows shoppers to create reviews. This container is a form hosted by Bazaarvoice which includes a thumbnail picture of the product. You use the Bazaarvoice JavaScript API to embed the widgets into the iFrame of a page. To customize the widgets you work directly with Bazaarvoice since they host the stylesheets.

Product reviews

Description
Customer Reviews
Other Customers Also Purchased

Product reviews

★★★★★ 4.5 / 5 ⓘ

Value
 3.3 / 5

Quality
 3.5 / 5

5 out of 12 (42%) customers recommend this product.

Sort by Sort by ▼

Product reviews

★★★★★ 4.5 / 5 ⓘ

Rating breakdown 19 reviews

5 Stars	<div style="width: 100%; height: 10px; background-color: #ffc107;"></div>	11
4 Stars	<div style="width: 70%; height: 10px; background-color: #ffc107;"></div>	7
3 Stars	<div style="width: 10%; height: 10px; background-color: #ffc107;"></div>	1
2 Stars	<div style="width: 0%; height: 10px; background-color: #ffc107;"></div>	
1 Star	<div style="width: 0%; height: 10px; background-color: #ffc107;"></div>	

This slide shows the ratings summary at the top of the product reviews page. A shopper can click the little 'i' icon to see a more detailed breakdown of the reviews. A shopper can also see the value and quality ratings and if the other customers recommend the product. Towards the bottom of this screen capture you can see the Write a review button and the Sort by dropdown which allows the shopper to select how they want the reviews sorted.

Created review

★★★★☆ 4 / 5 ← **Overall rating**
Nice dress
 April 5, 2012
LisaB ← **Reviewer**
 Top 50 contributor
 from RTP, NC
 This is a nice dress. ← **Review**
 Value: 4 / 5 ← **Custom ratings**
 Quality: 3 / 5
 Yes, I recommend this product. ← **Overall recommendation**
 Photos and videos ← **Photos and videos**
Response from BVP-IBM I agree I really like this dress too.
 April 5, 2012 ← **Comment from another user**
 I bought this dress and I also love it. Do you think it is too summery for me to wear it to a Christmas party?
 Share it to your social network ← **Share it to your social network**
 helpful 0 ← **Thumbs up/down and spam report**
 Reply


1:

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This screen capture continues from the last slide and displays a created review. You can see many of the rating and review capabilities provided by the integration in this capture. In addition to customer ratings and reviews, the integration provides additional capabilities such as secondary ratings on a review, photo/video upload, featured reviews, and badging support. Other shoppers can comment on a created review and there is a way to share the review to your social network.

Submission container

Write your review



Versatil Empire Waist Sundress

This oh so sheer dress will fit you like a dream, and you won't want to get out of this incredibly soft fabric. The fabulous flower print lights up the room you are in and will get you attention like never before....[Read more](#)

Your product rating

Overall rating *

★ ★ ★ ★ ★

Value:

Quality:

Do you recommend this product?

Yes No

Your review

Review summary *

Example: This product has great features.

Your review *

Writing guidelines

We want to publish your feedback, so please:

- keep your review focused on the product
- avoid writing about customer service or requesting immediate attention
- refrain from mentioning competitors or other products
- do not include any personal information

You must write at least 50 characters for this field.

Share relevant photos and video

Upload your images

No file chosen

6 image max. 5mb max per image

Link to your video

Paste the URL from your videos on [YouTube](#).

Video caption

Example: My demonstration of how to use this product

Media guidelines

We want to publish your content, so please:

- upload media related to the product
- confirm you hold the copyright for the media
- images must be at least 533 pixels in width and height

Your information

Your nickname

Your location

Example: New York, NY

[Terms and conditions](#) [Review guidelines](#)

13 Bazaarvoice ratings and reviews integration © 2012 IBM Corporation

The screen captures here show the submission container that is hosted by Bazaarvoice. The form allows a shopper to provide a rating, review, and video and photo uploads. At the top of the form you will notice the product image and description. The image and description will only be shown if the Product Catalog feed is uploaded to Bazaarvoice.

Inserting the widgets

- The main Bazaarvoice integration code is in
 - Aurora\Common\ReviewsSetup.jsp
 - Aurora\Widgets\Reviews*
- Include the setup file at the top of a product page supporting ratings and reviews
 - `<%@include file="../Common/ReviewsSetup.jspf" %>`
- Include the store-specific configuration in the product page header
 - `<%@ include file="../Widgets/Reviews/ReviewHead.jspf" %>`
- To include a summary of Bazaarvoice reviews


```
<flow:ifEnabled feature="RatingReviewIntegration">
  <c:set target="{reviewParameters}" property="display" value="summary" />
  <%@ include file="../Reviews/ReviewDisplay.jspf" %>
</flow:ifEnabled>
```
- To include detailed reviews


```
<flow:ifEnabled feature="RatingReviewIntegration">
  <c:set target="{reviewParameters}" property="display" value="details" />
  <%@ include file="../Reviews/ReviewDisplay.jspf" %>
</flow:ifEnabled>
```

Now that you have seen the widgets, this slide shows how to insert the widgets into a product page of a storefront. For any product page supporting ratings or reviews, it needs to include the two configuration files listed here.

To insert the Bazaarvoice review summary widget on the page, you need to add the code shown here being sure to specify value = “summary.” To insert the detailed review widget, add the code shown here specifying value=“details.” To view the Bazaarvoice integration sample code in the Aurora store, check out the ReviewsSetup file and the Reviews widget files found at the locations specified here.

Additional JavaServer Pages files and what they do

- Location: Aurora\Widgets\Reviews\
 - BVSubmissionRedirect.jsp
 - Used to handle authorization before forwarding to the submission page
 - BVSubmissionRender.jsp
 - The actual "write a review" page including the standard header and footer
 - BVSEOContent.jsp
 - Used to inject review Smart SEO Basic information for search engine

This slide gives a summary of the JSP files that you can find in the Review widgets folder. There are three JavaServer Pages files that you will want to look at. BVSubmissionRedirect.jsp is used to handle authentication before forwarding to the submission page. If authorization is required by Bazaarvoice, an internal *SocialCommerceBV* command is used to calculate a User Authentication String (UAS) after the shopper is logged on. The JSP then forwards to the actual submission page. Alternatively, the calculation of the UAS can be done in a custom JSP or command if you want to generate your own UAS. BVSubmissionRender.jsp is the actual "write a review" page including the standard header and footer. If the product catalog feed is uploaded, on the top of the page it will show a thumbnail and a short description of the product. BVSEOContent.jsp is used to inject the review SEO information for external search engines.

Creating a review

- Bazaarvoice offers two deployment modes for authentication
 - Store authentication mode
 - Shopper is logged in to the store in order to create a review
 - If the shopper is not logged in, the shopper is prompted to login
 - Bazaarvoice authentication
 - Shopper does not need to be logged in
 - Shopper provides their email address at the time of review creation
 - E-mail is sent to the shopper indicating that a review has been created
 - Shopper must click a link in the email

Bazaarvoice offers two mechanisms for authentication for you to use. You must choose one of the mechanisms. The first mechanism requires a shopper to be logged into the store in order to create a review. If the shopper is not logged in, they are redirected to the login screen. The second mechanism does not require the shopper to be logged in. Instead, the shopper provides their email address at the time of review creation. An email is sent to the shopper indicating that a review has been created using their email address. The shopper must click a link in the email in order for the review to continue in the moderation process. Bazaarvoice allows you to choose either approach. In the review submission process, Bazaarvoice redirects back to the WebSphere Commerce site with the flag `bvauthenticateuser` set to either true or false, which indicates how the store should behave.

For `bvauthenticateuser = true`, the store must build a user token for the currently logged in shopper that is encoded with the store's secret key. If the shopper is not logged in, the shopper must log in to continue. For `bvauthenticateuser = false`, WebSphere Commerce will not build the user token. Instead, it will go directly to rendering the submission container and Bazaarvoice will handle the authentication.

Product Catalog feed and Smart SEO Basic feed

This section will cover the product catalog feed and Smart SEO basic feed.

Product Catalog feed and Smart SEO Basic feed

- Product Catalog feed
 - Bazaarvoice requires you to upload a feed of product data on a periodic basis
 - Used for collecting statistics and for matching products to syndicated reviews
 - Feature Pack 5 includes a script to create the Product Catalog feed and upload it to Bazaarvoice
- Smart SEO Basic feed
 - Bazaarvoice provides a daily archive file containing the Smart SEO Basic content
 - The archive file contains an HTML snippet for each product
 - Feature Pack 5 includes a script that will download and extract the Smart SEO Basic archive file from Bazaarvoice
- It is recommended to run these scripts on a regular basis by way of a CRON job


Bazaarvoice requires you to upload a product catalog feed that contains information about the catalog of the store. This data is used to render the review creation page, enable certain Bazaarvoice products and features, and provide statistical information about reviews through the Bazaarvoice workbench. The Feature Pack 5 Bazaarvoice integration includes a tool that extracts the catalog for your store into an XML file. The tool packages the XML file into a compressed file and uploads the archive to your Bazaarvoice FTP or SFTP site. The tool is typically set up by an administrator to run nightly using an operating system-specific scheduler.

Bazaarvoice provides a nightly compressed file that contains small HTML files with Smart SEO Basic content for ratings and reviews associated with an account. The snippets contain review content for external search engines to crawl and index. The compressed file is available for download from the account FTP or SFTP site. Feature Pack 5 Bazaarvoice integration includes a tool to handle the Smart SEO Basic content. The tool downloads the Smart SEO Basic compressed files and extracts them to a common directory where the files are read and embedded by the storefront JSP files. The tool should be set up by an administrator to run nightly using an operating system-specific scheduler.

Product Catalog feed (outbound)

- Bazaarvoice requires you to upload using FTP or SFTP a feed of product data
 - Feed provides category and product information
 - Feed is an XML file in a Bazaarvoice-specific format
 - Feed can be generated for both the staging server and for the production server
- Each e-site will need to upload its own Product Catalog feed to its unique Bazaarvoice account
- Product Catalog feed is consumed, write a review displays product information within the widget

Write your review



Dress Shirt
Our pinpoint oxford is crafted from only the finest 80's two-ply cotton fibers. Single needle stitching on all seams for a smooth fit appearance. Tailored with our Traditional straight... [Read more](#)

Your product rating *required

Overall rating*

☆☆☆☆☆

Value

Quality

Do you recommend this product?

Yes No

Bazaarvoice requires you to upload a feed of product data on a periodic basis. The feed is an XML file in a Bazaarvoice-specific format that provides category and product information. It is uploaded using FTP or SFTP. Each e-site needs to have its own Bazaarvoice account and needs to upload its own Product Catalog feed. Once the Product Catalog feed is consumed by Bazaarvoice, product information is displayed within the Write a Review widget when a shopper goes to write a review for a product.

Product Catalog feed script

- The utility is based on Coremetrics data extraction tool
- You can schedule the feed to be uploaded daily to a Bazaarvoice FTP or SFTP location
- The script supports only full Product Catalog feed
- Bazaarvoice has three non-standard catalog parameters: EAN, ISBN, and UPC
 - One of these has to be defined as a descriptive attribute in the Attribute Dictionary
- Failure
 - Logged in BazaarvoiceDataFeed.log
 - Will not trigger a retry
 - Bazaarvoice sends email if there is a problem with importing the catalog data

The product catalog feed script uses a utility that is based on the Coremetrics data extraction tool. You can schedule the feed to be uploaded daily to a Bazaarvoice FTP or SFTP location. Only the full Product Catalog feed is used for Feature Pack 5. Bazaarvoice has a limit of 750,000 products (not SKUs) with the full Product Catalog feed. If the feed exceeds 750,000 products, then Bazaarvoice recommends you break the job up into multiple incremental feeds. You can create your own delta Product Catalog feed creation tool if you exceed this number. Use the scripts provided as a starting point.

Bazaarvoice has three non-standard catalog parameters in its Product Catalog feed, one of these is recommended for product matching: either EAN, ISBN, or UPC. You can provide the parameter by defining a descriptive attribute in the Attribute Dictionary. If the Product catalog feed upload fails the failure is logged in BazaarvoiceDataFeed.log and will not trigger a retry. Bazaarvoice sends an email if there is a problem with importing the catalog data.

Smart SEO Basic feed (inbound)

- Bazaarvoice provides a daily archive file containing Smart SEO Basic content
 - File contains Smart SEO Basic content for the first page of reviews for every product
 - The information is embedded within a div tag on the product pages
- The archive file can be downloaded from Bazaarvoice using FTP/SFTP
- Each e-site will have its own Smart SEO Basic compressed file
- Smart SEO Basic archive file is available for both the staging server and for the production server
- One Smart SEO Basic archive file provided for each language configured within Bazaarvoice

Bazaarvoice provides a daily archive file containing the Smart SEO Basic content for the first page of reviews for every product. The file can be downloaded from Bazaarvoice using FTP or SFTP. It contains an HTML snippet for each product. The snippet contains review content for search engines to crawl and index. The information is embedded within a div tag on the product pages. Each e-site will have its own Smart SEO Basic archive file and the archive is available for both the staging server and production server. If you have multiple languages configured within Bazaarvoice you will get multiple Smart SEO Basic archive files. A script is provided that will download this file from the Bazaarvoice FTP server and extract it.

The Smart SEO Basic content contains just the first page of reviews for a product as defined in the Bazaarvoice integration guide. Without the files provided by Bazaarvoice, the external search engines cannot read the review content. Remember that you cannot search within the storefront itself for review comments.

Smart SEO Basic script

- You can schedule the Smart SEO Basic archive file to be downloaded daily from the Bazaarvoice SFTP location
- Failure
 - Logged in BazaarvoiceSeoFeed.log
 - Will not trigger a retry
- The archive file is extracted and the storefront JSP code reads the Smart SEO Basic content
 - Note that the Smart SEO Basic content is tagged to support microformats

Feature Pack 5 supplies a Smart SEO Basic script to download this Smart SEO Basic archive file from the Bazaarvoice SFTP server. If this download does not succeed, a retry is not triggered and the error is logged in BazaarvoiceSeoFeed.log. The script will extract the archive file and the storefront JSP code will read the Smart SEO Basic content from the directory. Note that the Smart SEO Basic content is tagged to support microformats.

Integration

The next few slides cover the integration steps needed to integrate Bazaarvoice into the Aurora storefront.

Steps for Bazaarvoice integration

- Items to gather from Bazaarvoice
- Configure EMSPOTDEF to enable storefront
- Configure Bazaarvoice transport
- Configure account information in WebSphere Commerce database
 - Configure STORECONF
- Configure the property file for the scripts
- Create a job to run Product Catalog feed and Smart SEO Basic scripts

This slide covers the high level steps that are needed to integrate Bazaarvoice into the Aurora storefront. These steps are similar to what you will need to do in order to integrate Bazaarvoice into your own storefront. Each of these steps are covered in more detail in the upcoming slides.

Items to gather from Bazaarvoice

- You can have multiple Bazaarvoice accounts, one per e-site
- Bazaarvoice information to gather:
 - Bazaarvoice Staging and Production Server URLs
 - FTP or SFTP site for Staging server and Production Server
 - Secure user name and password for SFTP or FTP
 - Shared Key (required only if you require a shopper to be logged into the site to submit reviews)
 - CNAME for user generated content and ratings and reviews (set up DNS server)
 - Root display code
- Customize data collected and page styling

This slide covers the first step needed to integrate Bazaarvoice into your storefront. First you need to create an account with Bazaarvoice and work with them to gather specific information that is needed for WebSphere Commerce. You can have multiple Bazaarvoice accounts and each e-site must have its own account. The information to gather from Bazaarvoice is listed here and includes Bazaarvoice Staging and Production Server URLs which are used for retrieving and submitting ratings and reviews. The FTP or SFTP Staging server and Production Server sites including secure user names and passwords. A Shared Key is required only if you require a shopper to be logged into the site to submit reviews. It is not needed if email authentication mechanism is enabled on the Bazaarvoice side. It is used to encode the user authentication string from WebSphere Commerce. Bazaarvoice requires a subdomain to be configured and used for all user-facing URLs. This includes submission URLs, deep-linking URLs, and links to landing pages that must point to Bazaarvoice servers. All implementations require the creation of two Canonical Name (CNAME) entries. One for general user-generated content (UGC) and one for Review content. The CNAMEs are used to mask the Bazaarvoice URLs and hide the interaction with Bazaarvoice from the shopper. The first CNAME is used to point to general user-generated content such as linking to landing pages, for example, `ugc.companyname.com`. The second CNAME is used for Ratings and Reviews creation such as the Write a Review link, for example: `reviews.ugc.companyname.com`. For a given Bazaarvoice account, only two CNAMEs need to be created. There is no need to create separate CNAMEs for staging versus production environments.

You also need to collect a root display code. Do not include the locale in your display code. For example, in `2490-en_us`, the display code is `2490`. When working with Bazaarvoice be sure to set up what kind of data you want collected and the page styling you want displayed for your widgets.


Configure DMEMSPOTDEF to enable storefront

- 1) Determine the *EMSPOTId* that corresponds to your *storeId*
 - SELECT * FROM EMSPOT WHERE NAME='RatingReviewIntegration'
 - Locate your *storeId* and find your *EMSPOTId*
- 2) Run the SQL query to update the flex flow flag for your storefront
 - UPDATE DMEMSPOTDEF SET CONTENT = 'true' WHERE EMSPOT_ID = *EMSPOTId* AND STOREENT ID = *storeId*
 - Where: *EMSPOTId* is the value from step 1

The next step is to configure the store function e-Marketing Spot to enable Bazaarvoice integration in store. Follow the steps on the slide. First determine the *EMSPOTId* that corresponds to your *storeId* by running the first SQL stated here. Locate the row whose *STOREENT_ID* matches your *storeId* associated with your stand-alone site. Note: if using an e-site you need to determine the *EMSPOTId* that corresponds to your storefront asset *storeId*. The second step is to run the SQL query to update the flex flow flag for your storefront where *EMSPOTId* is the value from step one. **Note:** You might need to restart your servers in order to update the changes made.

Bazaarvoice transport

- Required if using Bazaarvoice authentication mode
 - Need to set Shared Key
- Choose store you want to enable for Bazaarvoice
- Create using WebSphere Commerce Administration Console
 - Select Configuration > Transport > Add > select "Bazaarvoice"
- Edit the Bazaarvoice transport settings to add the Shared Key



The screenshot shows the 'Site Administration Console' interface. The breadcrumb trail is 'Logout > Home > Transports > Configure Transport'. The main content area is titled 'Transport Configuration Parameters' and contains a table for Bazaarvoice parameters.

Bazaarvoice Parameter	Value
Bazaarvoice Shared Key

The next step is adding the Bazaarvoice transport for your store. This is an optional step and is required only if you require a shopper to be logged into the site to submit reviews. It is not needed if email authentication mechanism is enabled on the Bazaarvoice side. Before you proceed, ensure that you have the shared key ready. The shared key is in your Bazaarvoice implementation guide. The steps include opening the WebSphere Commerce Administration Console, selecting the Store option and then the store name that you want to work with. From the Configuration tab, select Transport. Select the Add button and check Bazaarvoice from the list of available transports. Provide the Bazaarvoice shared key.

STORECONF table

- Bazaarvoice Staging URL (for retrieving and submitting ratings and reviews) for authoring and preview environment
 - Key in the STORECONF table is **wc.bazaarvoice.preview_url**
 - INSERT INTO STORECONF VALUES (*\$store_id*,
'wc.bazaarvoice.preview_url', *\$reviews_url*, 0);
- Bazaarvoice Production URL (for retrieving and submitting ratings and reviews)
 - Key in the STORECONF table is **wc.bazaarvoice.runtime_url**
 - INSERT INTO STORECONF VALUES (*\$store_id*,
'wc.bazaarvoice.runtime_url', *\$reviews_url*, 0);
- Bazaarvoice extraction location for Smart SEO Basic
 - Key in the STORECONF table is **wc.bazaarvoice.seoBaseDir**
 - INSERT INTO STORECONF VALUES
(*\$store_id*, 'wc.bazaarvoice.seoBaseDir',
'/home/wasuser/workdir/SEO/Aurora', 0);

Note: *\$reviews_url* is a URL (*//BV_hostname/bvstaging/static/displaycode-\$locale\$/bvapi.js*) that includes your Bazaarvoice account name and display code root and *locale*, such as en_us

The next integration step deals with updating the store configuration table. You need to insert the Bazaarvoice Staging URL which is used for retrieving and submitting ratings and reviews on the authoring server and preview environment when you run the store in preview mode. You also need to insert into the table the Bazaarvoice Production URL which is used for retrieving and submitting ratings and reviews on the real runtime environment. The Bazaarvoice Production URL should be set to the Bazaarvoice staging server in test environments, and changed to the Bazaarvoice production server when moving to production. Finally, you want to insert into the table the Bazaarvoice extraction location for the Smart SEO Basic feed. The <store_id> is your e-site or stand-alone store ID.

After you run the three SQL commands, you might also need to update your registry components cache and select “Store Configuration File.” There is more information on this step in the information center.

Edit configuration file for scripts - bazaarvoiceFeedProps.properties

- Copy the <WC_installdir>\components\foundation\samples\RRDataExtract directory to <WC_installdir>\samples and edit the bazaarvoiceFeedProps.properties file

```
# All parameters must be set
# store id
storeId=

# Commerce site administrator name and password
wc.admin.user=
wc.admin.password=

# Bazaarvoice FTP user name and password
bv.user.name=
bv.user.password=

# Full path for base directory for SEO feed download
seo.base.dir=

# Full path base directory for data feed
data.feed.base.dir=

# Set the default language id and currency for the store
langid=-1
currency=USD

# Prefix to the Commerce server. Update preview port.
wc.url.prefix=http://hostname.domain:preview_port
# parameters for how to upload/download feed to/from Bazaarvoice
staging=true
production=true
sftp=true
```

The next step is to edit the configuration file, `bazaarvoiceFeedProps.properties` that is used by both the product catalog feed tool and the Smart SEO feed tool. Copy the directory as shown on the slide and edit the `bazaarvoiceFeedProps.properties` file. This property file holds information such as the site administrator name and password, store id, and Bazaarvoice FTP user name and password. It contains the full path for both the base directory for the Smart SEO basic feed and product catalog feed, language and currency. It also contains the prefix to the WebSphere Commerce server and parameters for how to upload and download the feeds to and from Bazaarvoice. The SEO directory must be in a location that your runtime server can get to. It needs to be a shared drive that all your servers can reach. You need to set up this property file so only a site administrator user can read it and you should only run the script as a site administrator user.

Set up job

- Set up a job to invoke the Product Catalog feed script and the Smart SEO Basic script
- Jobs need to run
 - <WC_DIR>\components\foundation\bin\bazaarvoiceDataFeed.(sh/.bat/,cmd) <full path to bazaarvoiceFeedProps.properties>
 - <WC_DIR>\components\foundation\bin\bazaarvoiceSeoFeed.(sh/.bat/,cmd) <full path to bazaarvoiceFeedProps.properties>
- Verify scripts were run successfully

The last step is to set up a job to invoke the product catalog feed script and the Smart SEO Basic script. The jobs to run are shown here. The RRDataExtra location shown on the previous slide contains the script files. Schedule the product catalog feed upload script and Smart SEO Basic retrieval script to run daily using a CRON job or using the Windows task scheduler. You should look at the log files to make sure the feed upload and download are successful. You can verify that Bazaarvoice has consumed the Product Catalog feed by ensuring that there is a valid thumbnail and description on the submission page when "Write a Review" is clicked on the store page. Note that the thumbnail should point back to its original location on the WebSphere Commerce server. After running the Smart SEO Feed job, you can verify that the SEO code was downloaded properly by browsing to a product page that had existing reviews and looking at the page source to view the SEO content.

Note: Bazaarvoice generates the Smart SEO Basic archive on a nightly basis and therefore SEO data for a review is available the next day. Product page information is cached by WebSphere Commerce Server and therefore you might need to clear the Dynamic Cache to see the latest SEO data in the page.

Customization

The next section covers some customization scenarios for integration of Bazaarvoice into your storefront.

Customization of the storefront

- Style sheet customizations within Bazaarvoice
- To customize the review submission page, for example to add "Average fit size", you need to work with Bazaarvoice

Customization of the storefront will generally consist of style sheet modification within WebSphere Commerce and in style sheets served from Bazaarvoice. The latter is handled by the Bazaarvoice team.

For custom ratings, such as the "Average fit size" they are handled completely by Bazaarvoice. They are configured by using the Bazaarvoice tools on a per-category basis.

Customization alternative unique ID

- If you have Bazaarvoice client-side integrations
 - Existing Bazaarvoice accounts should work with the new code
 - Different systems integrators might have supplied different unique user IDs
 - Feature Pack 5 uses the shopper's logon ID as the unique user ID
 - The Bazaarvoice logon controller command is extensible

If you already have Bazaarvoice client-side integrations before Feature Pack 5 you might want to use your current Bazaarvoice accounts with the Feature Pack 5 Bazaarvoice integration. In general, existing Bazaarvoice accounts should work with the new code. However, different systems integrators might have supplied different unique user IDs to Bazaarvoice in the User Authentication String. By default, WebSphere Commerce uses the shopper's logon ID as the unique user ID. The Bazaarvoice logon controller command is extensible so that you can provide an alternate unique ID for the User Authentication String. This approach will allow you to integrate with your existing Bazaarvoice accounts regardless of the unique ID that was used in the past.

Customization of configuration files and script files

- If you want to modify configuration files you can modify the default properties defined in the performDataExtract.xml in the <WC_installdir>/samples/RRDataExtract directory
 - Be sure that you copied the <WC_installdir>\components\foundation\samples\RRDataExtract directory to <WC_installdir>\samples already
- Can modify the script files if needed
 - Be sure to first make a copy of the original bazaarvoiceDataFeed and bazaarvoiceSeoFeed script files

You can do some modification of the already set up data extraction and scripts. Data extraction uses the default configuration of the Data Extract utility. If you want to change how that data extraction is done, you can modify the files you copied in the RRDataExtract folder. You should NOT update the files in the original location since they can be overwritten when WebSphere Commerce is upgraded. Once the folder is copied, you can modify the default properties defined in the performDataExtract.xml. You can modify the script files if needed, however, it is highly suggested that you make a copy of the original bazaarvoiceDataFeed and bazaarvoiceSeoFeed script files first.

Troubleshooting

- **Product catalog feed generated content includes localhost for product URL**
<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.aurora-starterstore.doc/refs/rsmTSbzrdatafeedcontent.htm>
- **Directory name errors for Product Catalog feed and Smart SEO basic feed**
<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.aurora-starterstore.doc/refs/rsmTSbzrDirectorynames.htm>
- **Bazaarvoice Ratings and Reviews does not appear in storefront**
<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.aurora-starterstore.doc/refs/rsmTSbzrnocontent.htm>
- **Out of memory error when running product catalog feed script**
<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.aurora-starterstore.doc/refs/rsmTSbzrOutOfMem.htm>
- **Shopper gets a redirection failure**
<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.aurora-starterstore.doc/refs/rsmTSbzrRedirect.htm>

Here are some useful troubleshooting links.

Summary

- Ratings and Reviews integration with Bazaarvoice
- Server-side versus. client-side integration
- Widgets
- Product Catalog feed and Smart SEO Basic
- Integration
- Customizations

This presentation began with a high level overview of the ratings and reviews integration with Bazaarvoice and the differences between the server-side integration and client-side integration. The Bazaarvoice widgets were discussed next. Details about the product catalog feed and Smart SEO basic feed and the integration steps were also covered. Finally there were some customization topics.

References

- **Bazaarvoice ratings and reviews**

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.aurora-starterstore.doc/concepts/csmaurorabazaarRandR.htm>

- **Task flow: Installing and enabling Bazaarvoice**

http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.aurora-starterstore.doc/tasks/tsm_aurora_bzrtaskflow.htm

- **Performance considerations for Bazaarvoice**

http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.aurora-starterstore.doc/refs/rsmaurora_bzrperformance.htm

- **Troubleshooting Bazaarvoice integration**

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.aurora-starterstore.doc/refs/rsmaurorabzrintTroublesht.htm>

- **Update your registry components cache**

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.admin.doc/tasks/tfregistry.htm>

Here are some useful references.

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Click to send email feedback:

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

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

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