IBM® WebSphere® Commerce V7 Feature Pack 5 – Lab exercise

Pricing date and customer segment

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What this exercise is about

In this tutorial, you will act as a pricing manager to create a price rule to set prices for a special event sale, Black Friday. Instead of creating a promotion, in this lab you will create a price rule using two new price rule conditions added by Feature Pack 5, Date condition and Customer Segments condition, to implement it.

This tutorial should take approximately 30 min to complete.

Lab requirements

Before you start this lab, ensure your system meets following requirements:

- WebSphere Commerce V7 Feature Pack 5 **runtime or developer** is installed

- Enabled the store-enhancements feature

- Aurora starter store has been published.

   o NOTE: If you run this lab on WebSphere Commerce runtime environment, make sure you have enabled search on this store

What you should be able to do

After completing this exercise, you should be able to:

- Create a price rule in the Catalog Filter and Pricing tool

- Understand how to use Date condition and Customer Segments condition to set prices for specific date and time, and specific customer groups

Introduction

The following naming conventions are used in the exercises:

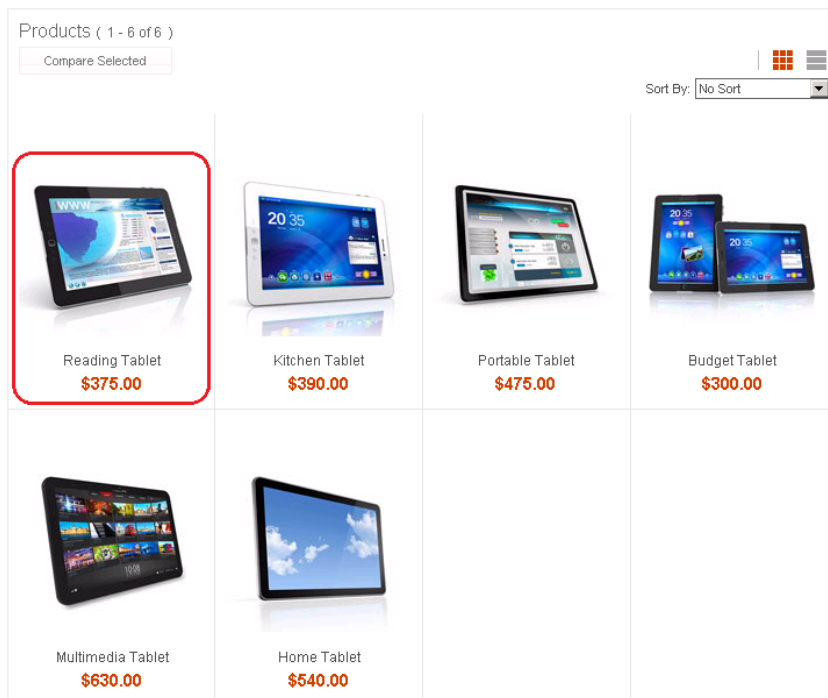| Reference Variable	Description
<WCDE_INSTALL_DIR>	WebSphere Commerce Developer installation directory
<WC_HOST>	Hostname for WebSphere Commerce. For WebSphere Commerce Developer you can use **localhost**.

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Part 1: Preview the store

In this section, you will preview the Aurora store to see product prices in the Electronic category. After you create a new price rule, you will come back to the same place and view product prices again to verify the price rule is correct.

____ 1.   View product prices in **Tablets** category.

    __ a. Launch Aurora starter store using URL
        http://<WC_HOST>/webapp/wcs/stores/servlet/en/aurora

    __ b. Move your mouse to **Departments** > **Electronics**, and click **Tablets**

    __ c. You should see the product prices as shown in the screen capture below if you did not make any change to the default price rule.

__ d. Click Reading Tablet to show the product detail page. The offer price is $375.00

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# Part 2: Create a new price rule for a holiday

In this part of the lab, you will use both the Date condition and Customer Segments condition to create a price rule to give all registered customers storewide products 40% off for the Black Friday sale. In order to make this lab and your test easier, you will pretend today is the Black Friday. You will update the Aurora store default price rule instead of creating a new price rule.

Note: If you want to create a new price rule rather than working on the default price rule. You need to activate your new rule from Commerce Accelerator at **Merchandise** > **Catalog Filter and Price Rule** > **Price Rule**

____ 1. Launch the Management Center **Catalog Filter and Pricing** tool.

    __ a. Start your WebSphere Commerce application or test server.

    __ b. Launch Management Center using the URL **https://<WC_HOST>:8000/lobtools**.

    __ c. Open the **Catalog Filter and Pricing** tool.
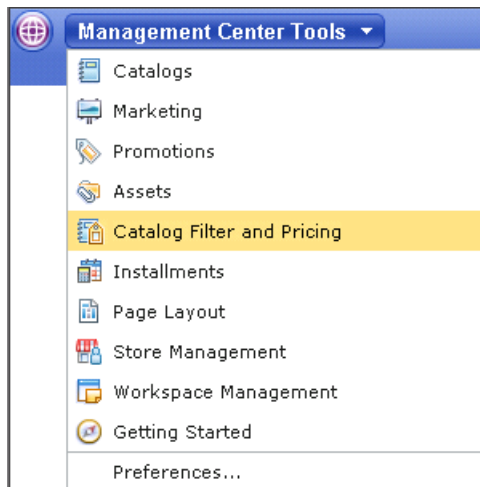
    __ d. Select the **Aurora** store.

____ 2. Open Aurora store's Offer Price rule. This is Aurora starter store's default price rule for offer price.

    __ a. Select **Price Rules** in explorer view

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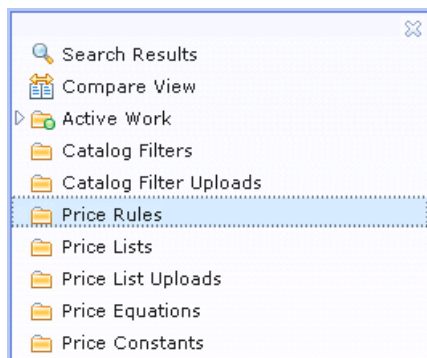
__ b. Double click **Offer price rule** to open it in edit mode

| * Type	Name	Description	Dependency	Extern.
🏠	List price rule	For the current store, this is the default price rule for list price	Independent	No
🏠	Offer price rule	For the current store, this is the default price rule for offer price	Independent	No

_____ 3.   Update **Offer price rule** by adding the logic to handle the **Black Friday** sale.

___ a. Create a branch for the date condition

1) Drag **Condition Branch** icon ⬦ from the palette and put into the path just behind **Get Price from Price List** action. Click the **Condition Branch** icon; enter the property values shown in the table.

Field	Value
Condition Branch Name	Date branch
Paths	Black Friday
	Otherwise

When you are finished the property pane should look like the screen capture below.
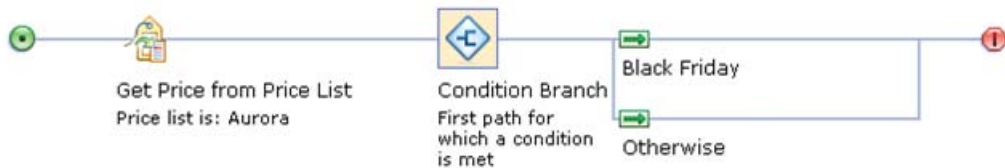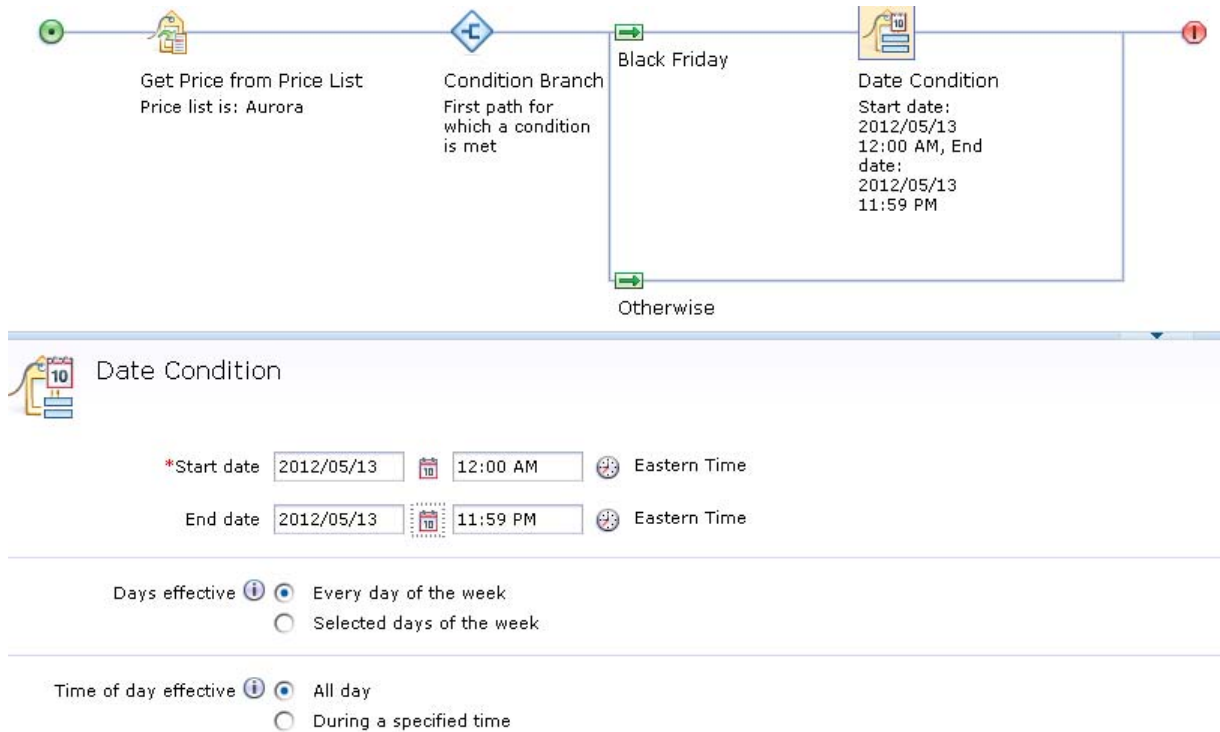
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2) Drag Date Condition icon from the palette and put into **Black Friday** path. Click the Date condition icon; enter the property values shown in the table.

Field	Date	Time
Start date	**Your current date**	12:00 AM
End date	**Your current date**	11:59 PM

Note: You pretended your current date is Black Friday. So after the new price rule is created, you can test it immediately without adjusting your operating systems clock.

When you are finished the price rule flow and the Date condition property pane should look like the screen capture below.
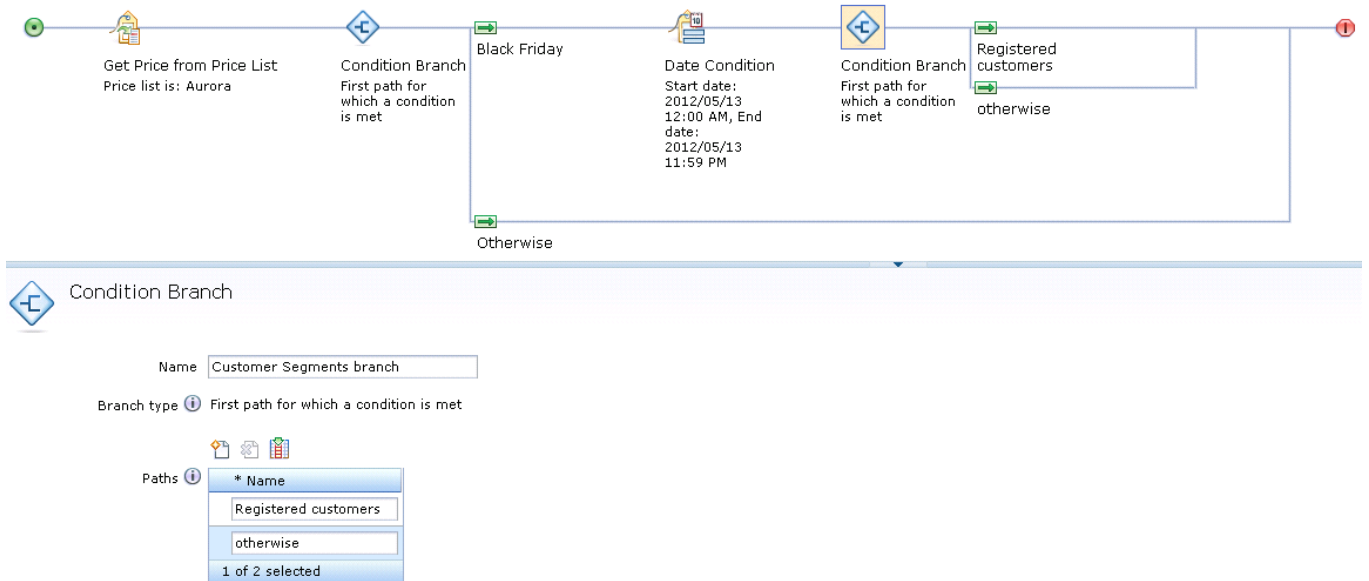
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__ b. Create a branch for customer segments condition

1) Drag **Condition Branch** icon from the palette and put into the **Black Friday** path, just behind **Date condition** action. Click the **Condition Branch** icon; enter the property values shown in the table.

Field	Value
Condition Branch Name	Customer Segments branch
Paths	Registered customers
	Otherwise

When you are finished the price rule flow and the Condition Branch property pane should look like the screen capture below.

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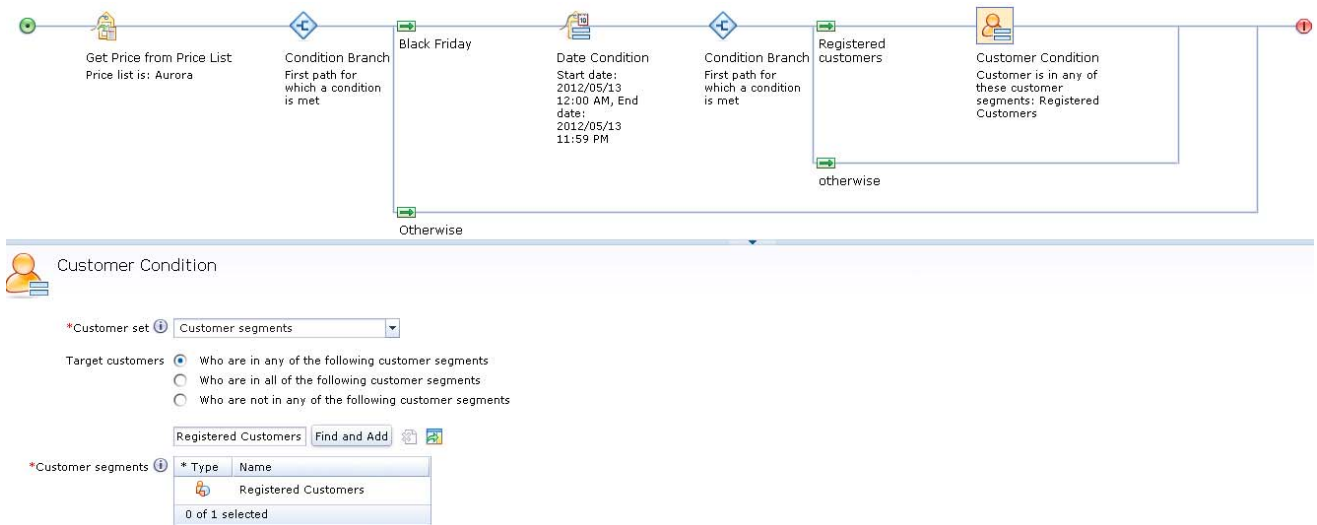
2) Drag Customer Condition icon from the palette and put into **Registered customers** path. Click the Customer Condition icon; enter the property values shown in the table.

Field	Date
Customer set	Customer Segments
Target customers	Who are in any of the following customer segments

3) Enter **Registered customers** in **Find and Add** field, click **Find and Add** button.

When you are finished the price rule flow and **Customer Condition** property pane should look like the screen capture below.

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__ c. Mark storewide product price down by 40% to all registered customers

1) Drag **Calculate price** action icon ⬚⬚ from the palette and put into **Registered customer** path, just behind **Customer condition** icon. Click the Calculate price action icon. In the property pane, select **Mark down price** option. Enter **40** in Markdown (%) field. When you are finished the price rule flow and the **Calculate price action** property pane should look like the screen capture below.

Get Price from Price List — Price list is: Aurora

Condition Branch — First path for which a condition is met

Black Friday

Date Condition — Start date: 2012/05/13 12:00 AM, End date: 2012/05/13 11:59 PM

Condition Branch — First path for which a condition is met

Registered customers

Customer Condition — Customer is in any of these customer segments: Registered Customers

Calculate Price — Mark down 40%

otherwise

Otherwise

Calculate Price

Options ⓘ ○ Mark up price
    ● Mark down price
    ○ Use an existing price equation
Markdown (%) 40

__ d. **Save** your offer price rule.

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Part 3: Test your new offer price rule

In this section, you will test your new Offer price rule in the Aurora store.

In Part 2 of this lab, you created a new price rule which gives a 40% discount of storewide products to all registered customers on Black Friday. Since you put in today's date for this Black Friday sale, you see the discount immediately after the new price rule is saved.

_____ 1.   Launch Aurora starter store using URL **http://<WC_HOST>/webapp/wcs/stores/servlet/en/aurora**

_____ 2.   Register a new shopper by clicking the link **Sign In/Register** link in the header

_____ 3.   Follow the steps in Part 1 to view the price in the Reading Tablet product detail page. You should see the product's new offer price is marked down by 40%.

Home \ Electronics \ Tablets \ Reading Tablet   Print

Reading Tablet
SKU: CTA023_230101
$400.00 **$225.00**

A lightweight tablet suitable for reading books and novels.

Brand:DVR Technics   Available Online
Size:7"   ✔ In-Stock
Storage:16 GB   Available In-Store
Battery Life:12 hours
                              Select Store
Quantity 1

Add to Cart

Add to Wish List ▼

_____ 4.   Click **Log out** link in the header and navigate to the **Tablets** category page again. This time you should see all the prices go back to their default offer prices, since you are not logged on as a registered customer.

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Part 4: What you did in this exercise

In this tutorial you learned how to use Date condition and Customer segments condition in the price rule.

You should now understand how to complete these tasks:

- Use Date condition in price rule to set up prices for a specific date

- Use Customer segments condition to set up prices for specific customer segments