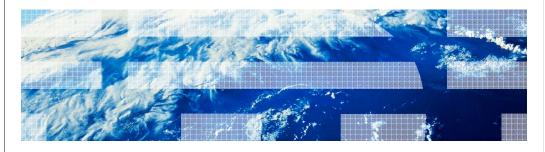
WebSphere Commerce V7 Feature Pack 5

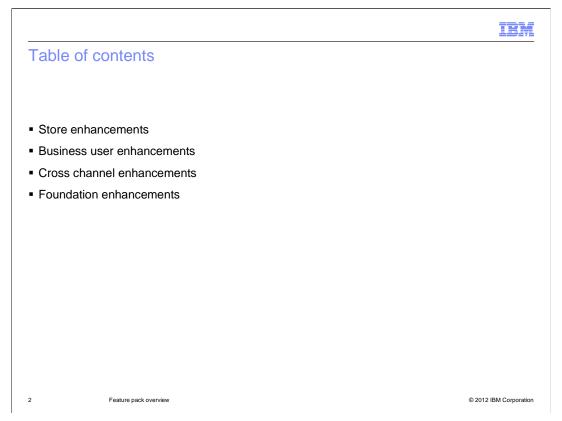
Feature pack overview



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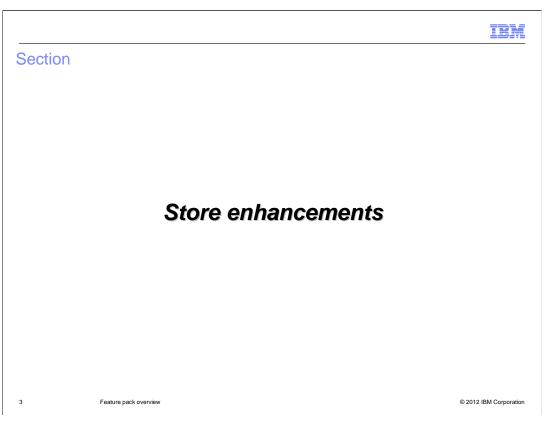
This presentation provides an overview of the product enhancements in WebSphere[®] Commerce Version 7 Feature Pack 5. You should have a general knowledge of the features in WebSphere Commerce Version 7 before viewing this presentation.

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WebSphere Commerce version 7 Feature Pack 5 delivers features in many areas of the product. This presentation separates the new features into four sections. The store enhancements section focuses on the new Aurora starter store and related features. These features are described first. Following the store enhancements are the business user enhancements which describe several updates and improvements in the Management Center tools. Next are the Sterling Commerce® integration cross-channel optimization enhancements. This presentation concludes with the foundation enhancements. These include caching and staging enhancements, improvements to the Management Center migration utilities and the Solr stack upgrade.

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This section covers the store enhancements contained in the new Aurora starter store.

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IRM

Aurora starter store highlights

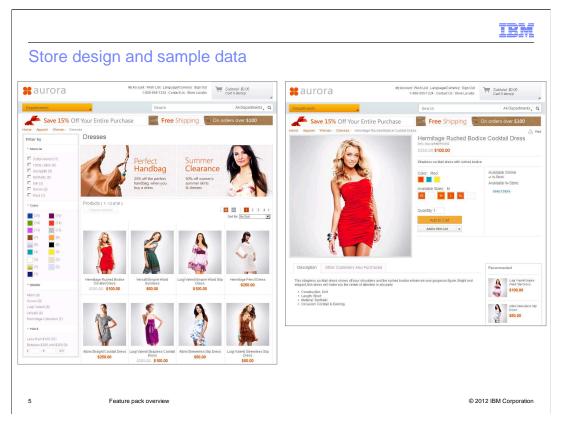
- For shoppers
 - Visual refresh of store design and sample data
 - Improved usability
 - Faceted navigation enhancements
 - Bazaarvoice integration for ratings and reviews
- For developers
 - Define discreet store functions as self-contained widgets
 - Header, search field, product image, e-Marketing spot, etc
 - Combine widgets to build a store page layout
 - Make layouts available to business users through the Page Layout tool

4 Feature pack overview © 2012 IBM Corporation

The Aurora starter store demonstrates best practices in store development with WebSphere Commerce, and can act as a base for implementing custom storefronts. The store showcases an updated page design and high quality sample data including product color swatches. Enhancements to faceted navigation, such as multi value selection, allows shoppers to quickly and easily find the products they are looking for. Client side integration of Bazaarvoice provides a rich set of widgets for viewing and creating product ratings and reviews.

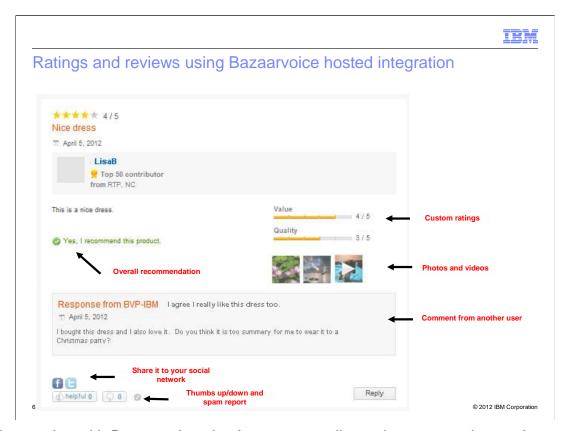
For store developers, the Aurora store facilitates customization and reuse by providing discreet store functions as self-contained widgets. This design allows widgets such as product images and e-Marketing Spots to be easily added to or removed from store pages with minimal impact to the overall page layout. Widgets can be combined to form a series of page layouts which can be made available to business users through the Management Center Page Layout tool.

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These screen captures show a new category and product page in the Aurora store. In the category page on the left, you can see the new faceted navigation bar with multi value selection and swatch facet values. In the product page on the right, you can see the enhanced product images and color swatch attribute. Selecting a color refreshes the product image on the page.

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By integrating with Bazaarvoice, the Aurora store allows shoppers to view and create ratings and reviews through the Customer Reviews tab on the product display page. In this screen capture, you can see many of the rating and review capabilities provided by the integration. In addition to customer ratings and reviews, the integration provides additional capabilities such as secondary ratings on a review, photo/video upload, featured reviews, badging support, tagging support, and basic SEO support for review content. There is also a catalog feed to provide statistics for Bazaarvoice reports.

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Storefront widgets

- An independent UI module that can be embedded and positioned in a store page
- Capable of retrieving and displaying its own data
- Each widget includes
 - Data provider
 - JavaScript provider
 - User Interface provider
 - CSS provider
 - Widget properties

A widget is an independent UI module providing a specific feature or function that can be embedded and moved around in store pages. Each widget is capable of retrieving its own data and providing one or more ways of displaying the data. Examples of widgets include a page header, page footer, E-Marketing Spot, and product list.

Each widget is made up of four different providers and a set of widget properties. The data provider is responsible for retrieving the data to display from the WebSphere Commerce server. The JavaScript provider defines the shopper interactions that are supported by the widget such as the add to cart button. The display of widget data in the storefront is handled by the user interface provider. A widget might have different user interface providers for use on different pages. The CSS provider assists in the positioning of the basic HTML UI elements within a widget's user interface.

Widget properties can control the display of UI elements and provide general configuration information.

At the bottom of the slide is an example of including a widget in a store page.

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IEM

Page layouts

- Store page created for a particular layout type
 - Home page, product display, etc
- Combines several widgets to achieve the required page content
 - Widgets can communicate using dojo publish / subscribe event handlers
 - Widget properties can be configured for a specific layout
- Provides page level CSS styling
 - Font size, font color, etc
- Associated with an object in WebSphere Commerce
 - Example: Apparel category layout



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A page layout is a store page created for a particular layout type such as a home page or product page. Each layout has several widgets associated with it. Widgets can communicate with each other using dojo publish and subscribe event handlers. For example, clicking the add to cart button updates the mini shopping cart widget with the new cart total. Each time a widget is used in a layout, you can configure its properties for that layout.

Page layouts also include page level CSS styling to position widgets on the page and provide styling such as font sizes and colors. The page styling ensures each widget's display is consistent with the overall store design.

Since different products and categories might use different layouts, each page layout is associated with a specific object in WebSphere Commerce. A default layout is provided for each object type. New page layouts can be registered in the database and struts configuration file and then selected by business users through the Page Layout tool in Management Center. This tool is discussed in the next section.

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IEM

Aurora starter store summary

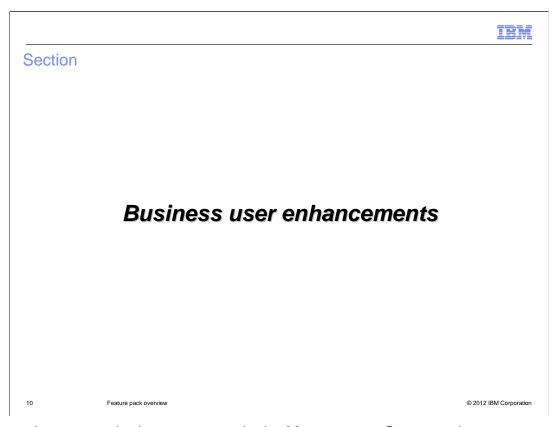
- Widgets and page layouts used throughout most of the store
 - Excluding shopping cart, checkout and my account pages
- WebSphere Commerce search built in
- Not all options available in Madisons are included
- Mobile sar files can be published on Aurora
- New store archives
 - Aurora.sar
 - ExtendedSitesV2.sar

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Widgets and page layouts are provided for the majority of the Aurora starter store. A few portions of the store such as the shopping cart, checkout and my account pages have not been converted to the new page design.

The Aurora starter store simplifies the store publish process by removing the need to publish add-on store archive files in most cases. WebSphere Commerce search is built in and all Aurora features are contained in a single store archive file. Some features included in the Madisons enhancements store archive are not available in the Aurora store. These details can be found in the WebSphere Commerce information center. If you want to provide mobile store support, the mobile store archives still need to be published as a separate step. The names of the new store archive files are provided on the slide.

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This section covers the improvements in the Management Center tools.

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Manager	nent Center tool enhancement	S
	gs tions g Filter and Pricing pace Management	
11	Feature pack overview	© 2012 IBM Corporation

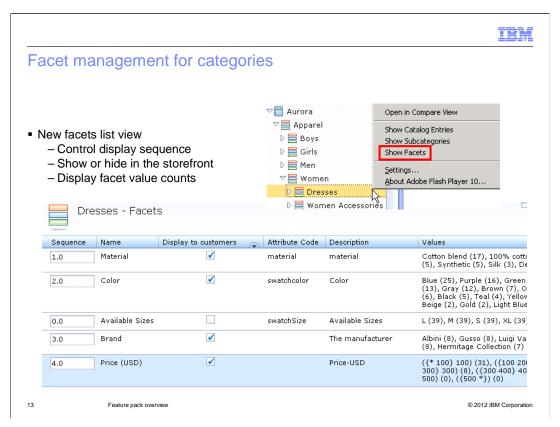
Feature Pack 5 includes updates to several existing Management Center tools and the addition of one new tool. New features and usability enhancements in the existing tools will be discussed first followed by an overview of the new Page Layout tool.

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Facet management in attribute dictionary	y		
Manage Attribute			
Displayable (i) ✓	ark an attribute as		
Comparable (i) ✓ fac	etable to create a		
Facetable (i) 🗸	new store facet		
Note (United States English)			
Unit of Measure (United States English)			
Associated Keyword 🛈 (United States English)			
▼ Facetable properties			
Show facet in search (i) ✓ results	New facet properties		
Allow multiple facet value ${}^{\scriptsize f ij}$ ${}^{\large \checkmark}$ selection			
Show empty facet values $oldsymbol{ii}$ \Box			
Maximum facet values to 🕕 💿 Show all facet values display 🔘 Specify number of facet values			
Facet value ordering (i) C Count (highest to lowest)			
Alphanumeric Use attribute value sequence			
12 Feature pack overview	© 2012 IBM Corporation		

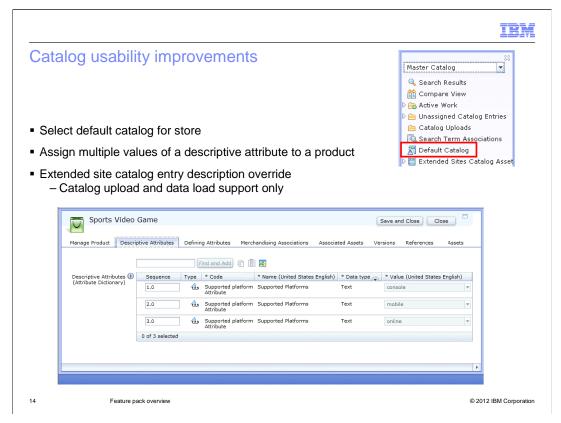
The attribute dictionary tool in the Management Center Catalogs tool has been updated to allow business users to configure properties for storefront facets. Attributes can easily be enabled as facets by selecting the Facetable check box. Once an attribute is selected as facetable, a new properties section is added to allow business users to control the details of how the facet is displayed. For example, facets can be configured to allow multiple values to be selected in the storefront. The screen capture on this slide shows each of the available facet properties.

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Once you have attributes enabled as facets, another level of facet management is available in the Catalogs tool. A new category level list view allows you to see all the facets enabled for a category. From this list view, you can control the display order of facets within the category and choose to hide some facets from view in the storefront.

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The Catalogs tool includes a few more usability improvements in Feature Pack 5. To make it easier to assign a sales catalog as the default catalog for your store, there is now an option in the Explorer View to open a Default Catalog property editor. From there, you can enter the name of the default store catalog or use the utility view to search for it.

In the product properties view, the descriptive attributes tab has been updated to support multiple values being added for a single attribute. In the example shown on the slide, a video game is supported on multiple platforms so three values are assigned for the "Supported Platforms" attribute. In the storefront, these values are displayed as a comma separated list after the attribute name.

The third usability improvement is related to catalog management but does not affect the Management Center tool. Catalog upload and data load support has been added to allow local extended site versions of product names and descriptions when the product is owned by a catalog asset store. When a local name or description is specified, it is displayed in the extended site storefront without affecting any other extended sites sharing the same catalog asset store.

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New promotion types

Four new fixed price promotion types

Fixed price on individual catalog entries from a category

Fixed price on the subtotal of catalog entries from a category

Fixed price on individual catalog entries

Fixed price on the subtotal of catalog entries

Fixed price on the subtotal of catalog entries

Two new multiple item promotion types

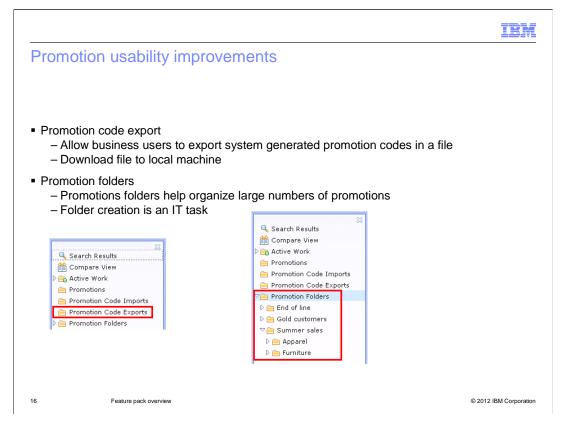
Buy A (and B and C), get a percentage off Y

Buy A (and B and C), get a fixed amount off Y

In the Promotions tool, six new promotion types have been introduced in Feature Pack 5. The first four are fixed price promotions. These allow business users to define a specific price that one or more catalog entries can be purchased for under the terms of the promotion. Fixed price promotions can apply to individual catalog entries or to a subtotal of catalog entries. There is also an option to restrict the promotion to specific categories in the store.

The final two new promotion types support more complex promotion rules by allowing multiple items to be specified as qualifying criteria. For example, the promotion rule might require that the shopper purchase products from up to three different categories to qualify for a percentage or amount off products from a fourth category.

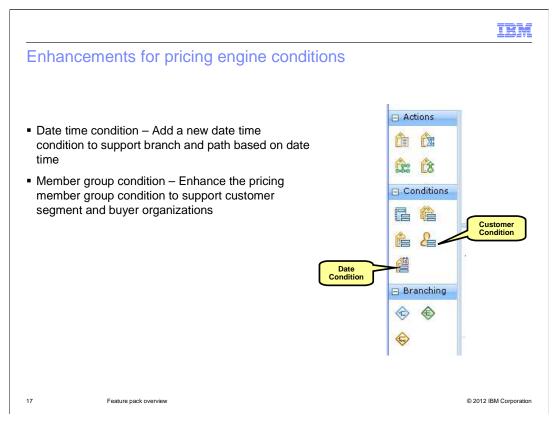
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Beyond the new promotion types, two other new features have added to the Promotions tool to improve usability. The first is the promotion code export feature. When you create promotions with system generated promotion codes, this feature allows business users to export the promotion codes into a file and download them to a local machine. This allows the codes to be entered into another system or used for testing the promotion.

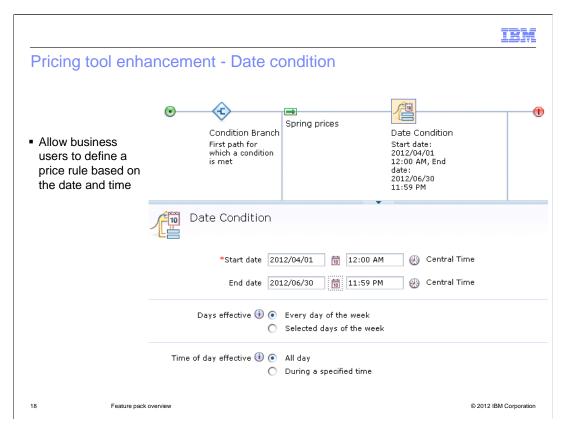
The other usability enhancement is the introduction of promotion folders. These folders can be used by business users to keep large numbers of promotions organized by creating logical groupings. The marketing managers work with IT to define the required folder structure. Once IT sets up the folders in the system, they are available for use in the Management Center Promotions tool.

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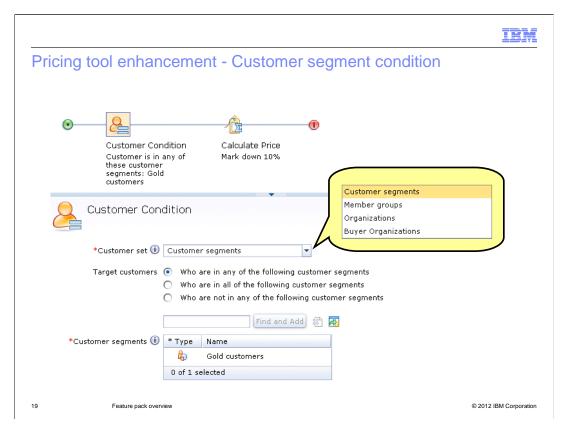
The Catalog Filter and Pricing tool is enhanced in Feature Pack 5 to provide additional price rule conditions, allowing for greater flexibility when defining price rules. One new condition has been added to allow pricing based on date and time. The existing Customer condition has been enhanced to support customer segments and buyer organizations. These updates are described in more detail on the next two slides.

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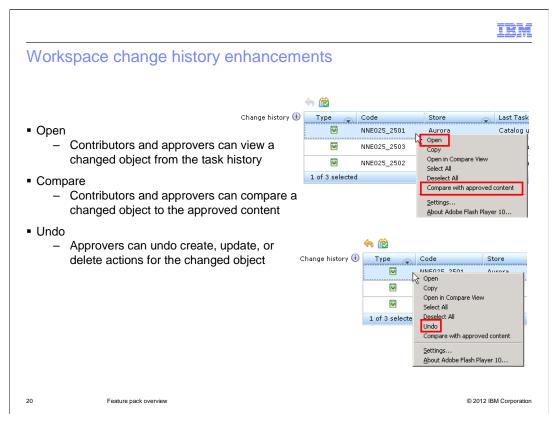
The Date condition allows both date and time to be used in evaluating which path in a price rule should be used to calculate a price. This feature is useful when a customer makes changes to an order and you want to recalculate the order total using the prices in place at the time the order was placed.

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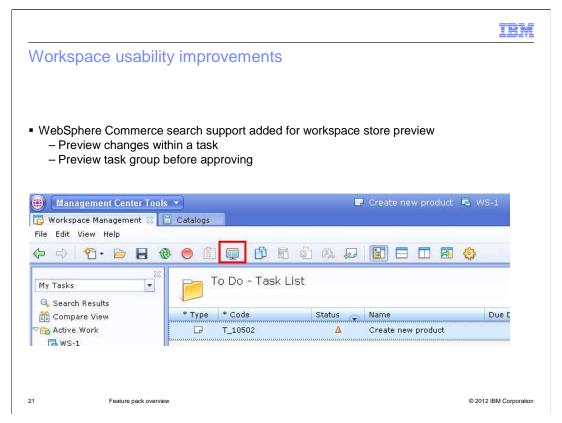
The customer condition is not new but has been updated to provide more flexibility in which customers to target. Support for customer segments have been added, allowing price rules to be targeted at the same customer groups as marketing and promotion activities. Another change to the customer condition is support for buyer organizations. This option allows all customers in the specified organization to receive the same price.

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In the Workspace Management tool, several new features have been added to the change history view to make it easier to ensure the right changes have been made. Each object listed in the change history can be opened in read-only mode to quickly check the change. You can also compare the changed object to the current approved content. These options are available to both content contributors and approvers. One additional option available to approvers is the undo feature. If any change is incorrect or no longer needed, the approver can immediately undo the change and approve the rest of the task group instead of sending the task back for further work.

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Feature Pack 5 improves the usability of workspaces with WebSphere Commerce search by introducing full support for store preview within a workspace task. This was previously limited by not having task changes reflected in the search index. Contributors can now use store preview to verify changes made within a task and approvers can use it to verify changes before approving a task group.

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Page Layout tool overview

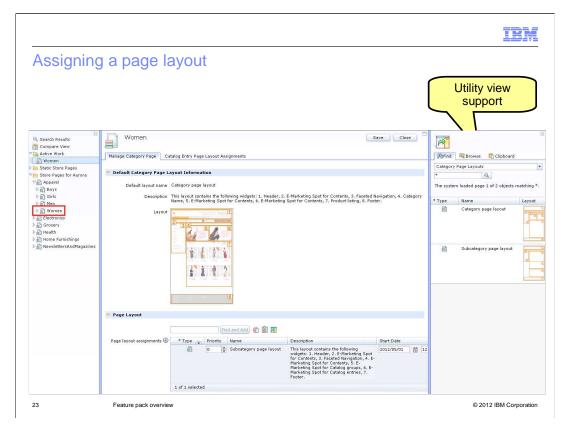
- New Management Center tool
 - Allow business users to manage various store page layouts
 - Schedule page layouts to correspond to store marketing activities
- Feature summary
 - View page layouts
 - Assign a page layout
 - · To a home page or static store page
 - To a category page
 - To a sales catalog category page
 - To all catalog entry pages under a particular category
 - To a catalog entry page

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The Page Layout tool is new in Management Center in Feature Pack 5. This tool allows business users to view and select from the various page layouts provided by the store developers as described in the previous section. Page layouts can be synchronized with other store marketing activities by scheduling them to be active for a certain date range.

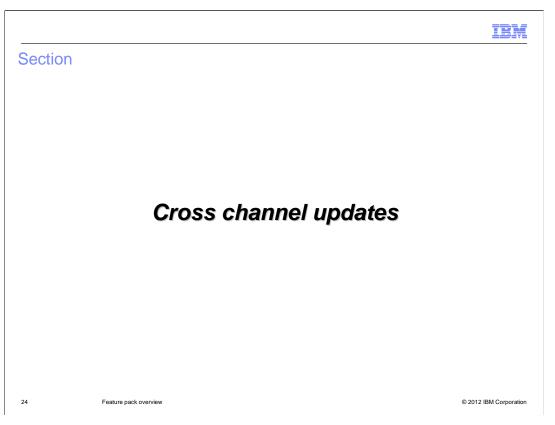
The Page Layout tool allows business users to view page layouts and assign layouts to several pages within the store. The locations within the store where page layouts can be assigned are listed on the slide. Catalog entry pages include product, SKU, bundle, kit and dynamic kit pages.

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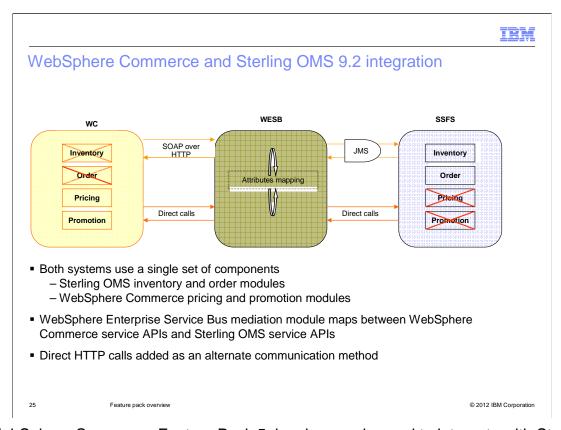
To assign a page layout, use the explorer view to navigate to the store page you want to change. Open the properties view for the page. In the first section, you will see the default layout assigned to the page. In the second section, you can assign and schedule a layout to override the default. If you don't know the name of the layout you want to use, you can use the search or browse options in the utility view to locate it. From the utility view, you can also open a page layout to see a full size image of the layout.

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This section covers the enhancements to the Sterling Selling and Fulfillment Suite and Configurator integrations.

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WebSphere Commerce Feature Pack 5 has been enhanced to integrate with Sterling Order Management System (OMS) 9.2. In this integration, the Sterling inventory and order modules are used by both systems. WebSphere Commerce does not manage its own order status. When the WebSphere Commerce storefront needs to display a shopper's order status, it retrieves the status directly from Sterling OMS regardless of whether the order was submitted through the online store or the Sterling Call Center.

For pricing and promotion logic, both systems use the WebSphere Commerce pricing and promotion modules. When a new order is created in Sterling OMS, Sterling passes the catalog entries to WebSphere Commerce to get product prices. Sterling also calls the WebSphere Commerce order calculation service to calculate the shopping cart total including promotion discounts.

This integration is implemented by service calls between WebSphere Commerce and Sterling. In this release some new services have been created or enhanced, such as the WebSphere Commerce pricing service and order calculation service. Communications between WebSphere Commerce and Sterling are handled by a WebSphere Enterprise Service Bus mediation module. The business objects data transformation has been enhanced in the mediation module to handle new business scenarios supported for this release.

SOAP over HTTP and JMS are used for the communication between WebSphere Commerce, WebSphere Enterprise Service Bus, and Sterling OMS. In this release, support for direct HTTP calls has been added. For example, an HTTP call is used to detect the OMS state when handling an OMS outage scenario.

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This section summarizes several foundation enhancements.

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IEM

Caching improvements for e-Marketing Spots

- Static e-Marketing Spot content can be cached as part of the JSP
 - Included in cachespec sample for the Aurora starter store
- New capability added to differentiate static and dynamic content
 - Evaluate whether web activities return the same results for all shoppers
 - Designate content for recommendations as static or dynamic
- Marketing managers can specify whether content is static or dynamic
- Cache invalidation sensitive to e-Marketing Spot changes
 - Example: Web activity start and end dates

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Many e-Marketing Spots within a storefront display the same ads or recommendations to all shoppers. These e-Marketing spots are essentially static and their content can be cached as part of the overall page to improve page response times for the shopper. Feature Pack 5 introduces the ability to differentiate between static e-Marketing Spots and dynamic ones which actually return different results to different shoppers. Logic within the marketing engine can assess whether a marketing activity is static or dynamic and marketing managers can manually specify whether ad content is static or dynamic. Cache invalidation rules have been added to ensure pages are sensitive to e-Marketing Spot changes such as web activity start and end dates.

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IRM

Staging enhancements

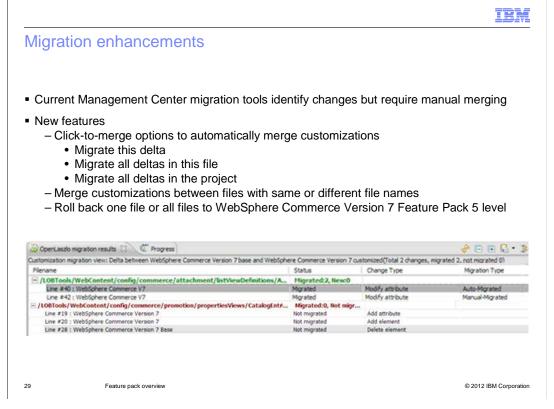
- Performance enhancements to reduce stagingprop time
 - SQL and logic optimizations
 - Option to run consolidation independently before running propagation
- Reduce stagingprop errors
 - Tolerate and recover from certain data inconsistencies
 - Ability to continue stageprop even when an error occurs to avoid redoing entire propagations
 - Optionally lock/unlock staglog to prevent conflicts or allow business updates to continue during stagingprop

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Several updates have been made to the stagingprop utility to increase staging performance and error tolerance. To reduce the time required to run stagingprop, some SQL and logic optimizations have been introduced. Also, the consolidation step can be run independently ahead of the actual propagation. This reduces the size of the maintenance window required for the update.

When errors occur during the stagingprop process there is greater opportunity to tolerate and recover from data inconsistencies. You can choose to continue the propagation when errors occur to avoid starting the whole process again. There is also an option to lock or unlock the staging log tables depending on whether you want business users to be able to make updates while the propagation is running.

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WebSphere Commerce Version 7 Feature Pack 5 provides a comparison utility to help you manually migrate a customized Management Center application from a previous version 7 feature pack to Feature Pack 5. This utility has been in place since Management Center was introduced but the latest version offers some new automation to speed up the migration process. In many cases, where there is a clear separation between your customized code and base Management Center updates, merging of changes can be done automatically. This is both faster and less error prone than manual cut and paste merging. The new click-to-merge feature offers three levels of automated merges. You can automatically merge a single change, all changes in a file or all changes in the Management Center project. Once the automated merge is complete, any changes that could not be processed automatically will still require manual merging. In addition to the automated merging, the Feature Pack 5 migration utility also support merging customizations between files when the file name has changed and rolling back changed files to the original Feature Pack 5 level.

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Solr stack upgrade

• Upgrade to Solr 3.5

• Included as part of foundation feature enablement

• Existing search configuration files are compatible

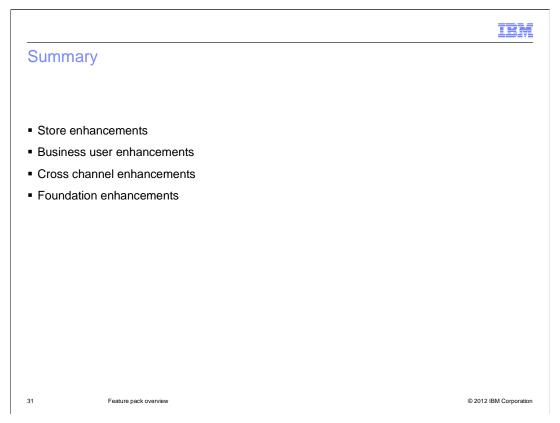
• Optional but recommended manual steps

- Recreate search index directory

- Merge custom configurations into new configuration files

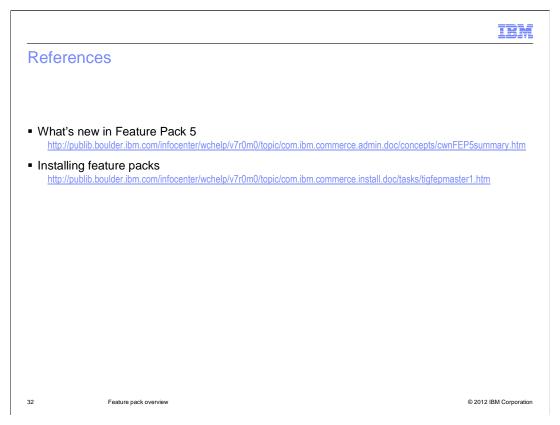
The WebSphere Commerce search solution in Feature Pack 5 has upgraded to Solr 3.5. The migration to the new version of Solr is performed automatically when you enable the foundation feature. If you have any existing search indexes, a migration script is available to update them to the Feature Pack 5 level. Details on search index migration can be found in the WebSphere Commerce Information Center.

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WebSphere Commerce V7 Feature Pack 5 delivers features in many areas of the product. This presentation divided the new features into four sections. The store enhancements section focused on the new Aurora starter store and related features. These features were described first. Following the store enhancements were the business user enhancements which described several updates and improvements in the Management Center tools. Next were the Sterling Commerce integration cross-channel optimization enhancements. This presentation concluded with the foundation enhancements. These include caching and staging enhancements, improvements to the Management Center migration utilities and the Solr stack upgrade.

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This slide contains references to more information on Feature Pack 5.

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