



IBM Software Group

WebSphere Commerce V7.0

Elite starter store overview



@business on demand.

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This presentation introduces the Elite starter store.

Agenda

- Elite starter store introduction
- Design improvements
- Foundation features
- Business-to-business features
- New features
- Elite starter store limitations



This presentation begins with a brief introduction to the Elite store followed by a summary of design improvements over previous starter stores. The main focus of the presentation is on the store features. Foundation features inherited from the Dojo platform and new tag libraries are discussed first followed by business-to-business features inherited from the Advanced B2B Direct store and new features inherited from the Madisons starter store. The presentation concludes with some limitations of the Elite starter store.

Section

Introduction



This section introduces the Elite starter store.

Elite starter store

- Based on business-to-business store model
- Supports extended sites
- Supports both Web 1.0 and Web 2.0 shopping paths
 - ▶ Enable or disable with flex flow
 - ▶ Enable Web 2.0 from feature level
 - ▶ Dojo version 1.3.1
- Madisons starter store code base + business-to-business features

Customer interactions

Product Quick Info	Display product details in the Product Quick Info pop-up window
Ajax add to shopping cart	Add items to the shopping cart without leaving the current page
Ajax checkout	Automatically apply changes made to the shopping cart
Ajax My Account	Automatically apply changes made on the My Account page
Product drag-and-drop	Add items to the shopping cart or compare zone using the mouse



The Elite store is the new starter store for the business-to-business store model. It can be published as a stand-alone business-to-business store or as a combination of asset stores and extended site stores.

Similar to the Madisons starter store, the Elite store supports both Web 1.0 and Web 2.0 shopping paths. The site administrator can enable or disable the Web 2.0 features by using the Change Flow notebook in Accelerator. The Web 2.0 features are listed on the Customer Interactions panel of the notebook.

In order to share common features with the Madisons starter store, the Elite starter store uses the Madisons starter store code base. The Elite starter store then adds the business-to-business features showcased in the Advanced B2B Direct store. The resulting store combines a fresh new look with rich business-to-business capabilities.

Section

Design improvements



This section discusses the design improvements of the Elite starter store.

Design improvements

- Common features shared across stores
 - ▶ Easier to maintain
 - ▶ Easier to copy features from one store to another
- Improved page layout and CSS-based styling
 - ▶ Easier to customize
- New Management Center features exposed
 - ▶ E-Marketing Spots
 - ▶ Attribute dictionary



Since the Elite starter store was created on the Madisons starter store base, the Java™ Server Pages for common features are now shared across the two stores. By comparison, Consumer Direct and Advanced B2B Direct have separate implementations. The common code base makes the stores easier to maintain and makes it easier to move features from one store to another.

The page redesign using div tags and CSS for styling makes store pages much easier to customize than the previous table-based layout.

Another benefit of the Elite starter store is it makes use of recently added features such as the new e-Marketing Spots and Attribute Dictionary. The sample data for the Elite store uses classic attributes but the store supports Attribute Dictionary.

Design improvements

- Ability to switch from HTTPS back to HTTP for catalog browsing
 - ▶ Performance improvement due to only using SSL when required



Another design improvement in the Elite starter store is the ability to switch between HTTP and HTTPS as required by the page being viewed. This feature is common to both the Madisons and Elite starter stores but is especially important for performance in the business-to-business store because all shoppers must log in. With the Advanced B2B Direct store, once a shopper logged in, all catalog browsing was performed in SSL mode which slows page response times.

Section

Foundation features



This section introduces the foundation features inherited from the Madisons starter store code base.

Foundation features

- Full accessibility support
- Search engine optimization (SEO)
 - ▶ Static looking URL, no more name value pairs
 - Advanced business-to-business Direct
 - <https://localhost/webapp/wcs/stores/servlet/CategoryDisplay?langId=-1&storeId=10001&catalogId=10001&top=Y&categoryId=10001>
 - Elite
 - http://wsbeta166.austin.ibm.com/webapp/wcs/stores/servlet/Category3_10951_10301_10251_-1_Y_detailed_0
 - Static URL is built by <wcf:url> tag and mapping file SEOURIMapper.xml



Since the Elite starter store uses the Madisons starter store code base, it inherited some foundation best practices from the Madisons starter store.

The Elite starter store is fully accessible both through keyboard accessibility and for screen readers. Screen reader accessibility is implemented by adhering to the Accessible Rich Internet Applications (ARIA) Specification. The version of Dojo used in the Elite and Madisons starter stores implements this specification ensuring that Dojo widgets added to the store page are accessible.

Search Engine Optimization (SEO) is also enabled through the use of a new JSTL tag and a mapping file. The URLs for the store are static looking, with no name-value pairs. This style of URL helps the search engines easily index the store pages. The static URLs are created by the wcf:url tag and the mapping file SEOURIMapper.xml.

Foundation features

- Absolute URLs in all links
 - ▶ Full path: Contains protocol, host name and path
 - For example: `https://hostname/webapp/...`
`http://hostname/webapp/..`
 - ▶ HTTP or HTTPS is defined in Struts configuration file
 - ▶ `<wcf:url>` tag is used to build absolute paths



The `wcf:url` tag also enables support for absolute URLs in the store pages. Using absolute URLs enables protocol switching between HTTP and HTTPS ensuring encryption is only used where it is needed. This provides better page performance. Where to use HTTP versus HTTPS is configured in the Struts configuration file. The JSTL tag is used to build the absolute paths.

Requisition list

- List of items saved for periodic re-order
- Types
 - ▶ Private
 - ▶ Shared

The screenshot shows the 'Edit Requisition List' page in the ELITE application. The page has a blue header with the ELITE logo and navigation links. A search bar is located in the top right. Below the header, there are tabs for 'Brakes', 'Electrical', 'Entertainment', and 'Suspensions'. The main content area is titled 'Edit Requisition List' and contains a form with the following fields:

- *Name: org1-requisition-1
- Created By: org1-admin
- *Type: Private (dropdown menu)
- Last Updated: September 26, 2009

Below the form, there is a section for adding new items with input fields for *SKU and Quantity, and an 'Add' button. A table of products is displayed below, showing 2 items:

Name	SKU	Quantity	Manufacturer	Part Number	
Snow tire	A0000356	1	Roadon	Roadon-356	Remove
Glare-free lights	A0000782	1	Raceon	Raceon-782	Remove

At the bottom of the page, there are buttons for 'Update', 'Place Order' (highlighted with a red box), and 'Cancel'. The footer of the page includes a colorful bar, the text 'Elite starter store overview', the page number '13', and the copyright notice '© 2009 IBM Corporation'.

A requisition list is a list of items that is used to quickly create repeat orders at a later date. To place an order from a requisition list, a buyer can open that requisition list and click the place order button.

The requisition list can be one of the two types: Private or shared. Private requisition lists can be viewed and modified only by the creator. A shared requisition list can be viewed and used to place an order by buyers in the same organization.

Buyer organization support

- Organization participant

Organizations

Current Organization

Note: When you switch to a different organization, your shopping context changes. For example, any items that are associated with your current organization are not visible after you select a new organization. To access these items, switch back to the current organization.

Contract

org1-contract1 short description

org1-contract2 short description

If a buyer has the "Organization Participant" role of another organization, this buyer is able to shop on behalf of that organization. Once an organization is selected, the promotions, marketing, orders, requisition lists, and so on, will all be specific to the selected organization.

Saved orders

- Operations supported: create order, add to requisition list, save order, copy selected order and cancel selected order

The screenshot displays the 'Saved Orders' interface in the ELITE application. The navigation menu includes 'Home', 'Current Order', 'Quick Order', 'Saved Orders' (highlighted), 'My Account', and 'Order Status'. Below the navigation are tabs for 'Brakes', 'Electrical', 'Entertainment', and 'Suspensions'. The main content area shows a table of saved orders with columns for 'Order Number', 'Order Name', 'Last Update', and 'Total Price'. Two orders are listed: 10004 (Current Order, \$116.25) and 10011 (Saved order 1, \$2,474.00). A 'Set as Current Order' button is at the bottom. Callout boxes point to icons for 'Create order', 'Add to requisition list', 'Save order', 'Copy selected order', and 'Cancel selected order'.

Order Number	Order Name	Last Update	Total Price
10004 Details - Current Order		September 26, 2009	\$116.25
<input checked="" type="checkbox"/> 10011 Details	Saved order 1	September 26, 2009	\$2,474.00

Saved orders are un-submitted orders. A buyer can have multiple saved orders at a time, one of which is considered the current order. Once a saved order is submitted, the order is removed from the saved order list.

The operations supported for saved orders are create order, add to requisition list, save order, copy selected orders and cancel selected orders.

Before you can add a new item into a saved order, you need to set it as current order.

Scheduled orders

- Automatically submitted at a specific time
 - ▶ Schedule during check out
 - ▶ Cancel from My Orders page

Schedule Order

To schedule this order, specify the start date and frequency of the order

Order is Scheduled **Start Date**

Every 4 weeks

My Orders

Previously Processed Waiting for Approval **Scheduled**

Scheduled Order Number	Next Order	Total Price	
10003 Details	September 30, 2009	\$9,922.50	<input type="button" value="Cancel"/>

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A scheduled order is the one that can be automatically submitted at a specific scheduled time in the future. You need to schedule the order during the check out process. You can cancel a scheduled order at any time from the My Order page.

Contract based pricing

- Option to select contract if more than one is applicable



Standard battery

Spend over \$2000 USD and get a free gift!

Type: Standard
 Manufacturer: Roadon
 Warranty: 1 year

Quantity

Select Contracts

Available Contracts:

- \$40.00 org1-contract2
- \$50.00 org1-contract1

Add to Order

- Add to Compare
- Add to new Requisition List
- Add to existing Requisition List

Check Store Availability

Online Availability:
 In Stock

Product page

Current Order

Change Attributes
Contract: org1-contract2

Remove

Chrome light set
SKU: A0000826
Change Attributes
Contract: org1-contract2

Remove

PRICE	CONTRACT
<input checked="" type="radio"/> \$12.00	org1-contract2
<input type="radio"/> \$15.00	org1-contract1

The product prices in the Elite starter store are decided by the selected contract. You can pick a contract from the product page or the current order page. After you pick a contract, the product price is changed automatically to the one in the selected contract.

Contract filtering

- Filter catalog contents
- Set shipping/billing address
- Set payment methods

The screenshot displays the 'Elite' store interface. At the top, there is a navigation menu with 'Electrical', 'Entertainment', and 'Suspensions'. Below this is a 'Home' section with a sidebar listing categories: Electrical (Batteries, Lamps, Starters), Entertainment (Audio Systems, GPS Navigation systems, Video Systems), and Suspensions (Bearings, Shocks, Springs). A main content area features an advertisement for 'Accel Li' with the text 'New aerodynamic halogen headlights on sale today!'. Below the main content are two panels: 'Shipping Information' and 'Billing Information'. The 'Shipping Information' panel includes a dropdown for 'Shipping Address' (set to 'org1-admin'), a 'Shipping Method' dropdown (set to 'International mail'), and a 'Charge Type' dropdown (set to 'Charge by carrier'). The 'Billing Information' panel includes a dropdown for 'Select the number of payment methods' (set to '1 Payment method(s)'), a 'BILLING ADDRESS' dropdown (set to 'Select a billing method first'), a 'BILLING METHOD' dropdown (set to 'Select billing method'), and an '*Amount' field (set to '722.4'). Red arrows from the list items point to these sections: 'Filter catalog contents' points to the navigation menu, 'Set shipping/billing address' points to the Shipping Information panel, and 'Set payment methods' points to the Billing Information panel.

Shipping Information

Click multiple shipments if shipping to more than one address

Shipping Address: org1-admin
org1-admin
org1-admin street address
Austin Texas
United States 78758
org1-admin@email.com

Shipping Method: International mail
Charge Type: Charge by carrier
Account Number: []

Billing Information

Select the number of payment methods: 1 Payment method(s)

BILLING ADDRESS: Select a billing method first

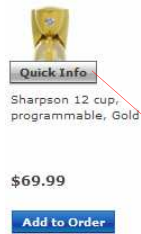
BILLING METHOD: Select billing method

*Amount: 722.4

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The contracts are also used to filter the categories displayed on the store pages. Only categories available for purchase under the contract are displayed. Contracts can also govern the discounts, shipping and billing addresses and payment methods available to the buyer in the Elite store.

Product quick info




- Catalog
 - ▶ Quick Info - view product information without leaving the current page

close ✕

Sharpson 12 cup, programmable, Gold
SA-02G

\$69.99 Quantity: [Add to Order](#)



Fully programmable coffee maker with dual water windows. Removable filter basket, on/off indicator light, water filtration adaptable, and cord storage for convenience.

- Pause and Serve feature lets you pour a cup of coffee while the maker is still brewing
- Two hour Auto Shut-Off

Auto-off : Auto-off
Timer : Timer
Pause 'n Serve : Pause 'n Serve
[more info](#)

[+ Add to Wish List](#)
[+ Add to Compare](#)
[+ Add to new Requisition List](#)
[+ Add to existing Requisition List](#)

The quick info pop-up screen allows buyers to view additional product detail without leaving the current page. The operations supported in quick info pop-up screen are adding the product into the current order, into the wish list, into the compare zone, and into a requisition list.

Shopping tools

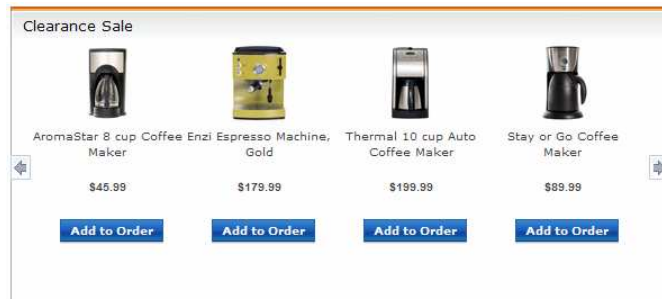
- Catalog
 - ▶ Mini shopping cart
 - ▶ Product fast finder - Filter the products based on selected attributes
 - ▶ Product compare

The screenshot shows the 'ELITE' website's 'Coffee Makers' category page. The navigation bar includes 'Home', 'Current Order', 'Quick Order', 'Saved Orders', 'My Account', 'Order Status', 'Advanced Search', and 'Sign Out'. The breadcrumb trail is 'Home | Kitchenware | Coffee Makers'. The main content area displays six coffee makers with their prices and 'Add to Order' buttons. A left sidebar contains filters for Brands (Sharpson, AromaStar, Kitchen's Best, Enzi), Features (Timer, Pause 'n' Serve, Auto-off, Espresso, Grinder), and Price Range (\$72 to \$426). A 'Compare' section is on the right, and a 'Recommendations' section is at the bottom right. A mini shopping cart is located in the top right corner.

This category page demonstrates several shopping tools that are new in the Elite store. The mini shopping cart provides a running total of the shopping cart contents and supports the drag-and-drop add-to-cart function. The product comparison zone allows shoppers to compare features. The product fast finder is a special category display format that allows shoppers to filter displayed products by selecting specific attributes values or attribute value ranges. The filter options include brand names, features, and price range. To use the fast finder display JSP for a category, the category must contain items that have common feature attributes and different brands.

New e-Marketing Spots

- Marketing
 - ▶ Supports new e-marketing activities created by Management Center
 - ▶ Supports e-Marketing Spots containing scrollable items, products, categories and merchandising associations



The Elite starter store supports the new e-Marketing activities created by the Management Center. It also provides e-Marketing Spots with scrollable product, category and merchandising association recommendations.

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New My Account page

Advanced business-to-business Direct (V6) ————— Elite (V7)

Account

Personal information
Need to update your name, e-mail ad

[Change Personal Information](#)

Address book
Need to update your address book? A

[Edit Address Book](#)

My Account

- Settings
 - Personal Information
 - My Address Book
- Wish Lists
 - Personal Wish List
- My Orders
 - My Orders
- My Coupons
 - My Coupons
- Requisition Lists
 - Requisition Lists

My Account Summary

Welcome, Wang
This is your account summary. You can change your personal information and manage the options available for your account.

Personal Information

Name: Wang
Address: zorg1-admin address
City: Austin
E-mail: zorg1-admin@us.ibm.com

[Edit](#)

Recent Orders

No orders were found.

[View all Orders](#)

Organizations

Current Organization:

Note: When you switch to a different organization, your shopping context changes. For example, any items that are associated with your current organization are not visible after you select a new organization. To access these items, switch back to the current organization.

Contract

Contract 1234

Products Recently Added to Wishlist

Your wishlist is empty. Why don't you search for products?

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The Elite store introduces the My Account page to provide a central location to access account summary, personal information, address book, personal wish list, coupons, orders, order details, and requisition lists. The My Account area also supports the use of Ajax to provide seamless transitions between pages. This is one of the Web 2.0 features controlled by the store Change Flow notebook in Accelerator. In the Advanced B2B Direct store, only Personal information and Address book are available in the Account area and each requires a separate page load.

Direct edit of product attributes

Current Order

The item has been successfully added to your cart.

PRODUCT

Ceramic Brake Pads
SKU: A0000198
Change Attributes
Contract: zorg1 contract 1

Remove
Move to Wish List

Save 20% on all Brake Pads!

Checkout

Ceramic Brake Pads
A0000192

\$21.25

Quantity: 1

Type: Ceramic
Quantity: Set of 4
Manufacturer: Ceropad
Warranty: 4 years/60,000 km

The new generation in break pads. Made with high quality ceramics to minimize brake dust and noise. Riveting to control temperature and improve service life.

more info

Save 20% on all Brake Pads!

Replace with order item

Customer Service
Order Status My Account Privacy

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- Change product attributes directly on the Current order

Also new in the Elite store is the ability to change the attributes of a product already in the shopping cart and update the cart with the new item.

Progress indicators

- Technology

- ▶ Progress indicators on store pages displayed while operations are in progress
- ▶ Default double-click handling to prevent multiple requests



Snow tire
Price: ~~\$400.00~~
\$50.00
Type: All season
Manufacturer: Roadon
Warranty: 100,000 km

Quantity

Select Contracts

Available Contracts:

- \$100.00 Elite Contract numb
- \$50.00 zorg1 contract 1
- \$50.00 duplication of contrac

Add to Order

Add to Com

Add to Wish

Add to new Requisition List

Add to existing Requisition List



Progress animation is used to indicate a shopper's request is in progress. A shopper cannot send another request to the server until the animation disappears. This animation both provides a visual indication that a button click was recognized and prevents the shopper from accidentally sending two requests by double-clicking.

Supported browsers and languages

- Supported browsers
 - ▶ Internet Explorer® 6.0, 7.0, 8.0
 - ▶ Mozilla FireFox 3.0
 - ▶ Safari 3.0 (MAC OS)
- Supported languages
 - ▶ Total of 13 supported languages
 - ▶ Three new languages
 - Russian
 - Polish
 - Romanian



The supported browsers for the Elite starter stores are listed here.

There are 13 supported languages available in version 7. This is an increase of three languages from version 6. The new languages supported are Russian, Polish and Romanian.

Elite starter store limitations

- Business-to-business features not included
 - ▶ Request for quote (RFQ)
 - ▶ Auctions
 - ▶ Customer care
 - ▶ Collaborative workspaces
- Social commerce and buy online pickup in store are not supported



WebSphere® Commerce supports some additional business-to-business features that are not implemented in the elite starter store.

Request for quote is a trading mechanism used when a buyer solicits quotations for a specific set of goods or services. It can be used if a buyer does not find a particular item in the catalog, finds an item without a price, or wants to establish a long-term supply arrangement for a fixed-price item. The auction feature supports selling products to the highest bidder.

The customer care feature provides real-time customer service support by way of a synchronous text interface using the Lotus® Sametime® server.

The collaboration feature maintains the communication flow between parties. An example is negotiating contract terms and conditions between a buyer and a seller and among the business users within the seller's organization.

If you are interested in these features you can find more information in the WebSphere Commerce information center.

There are two features of the Madisons starter store that are not supported in the Elite starter store. They are the social commerce sample pages and the buy online, pickup in-store feature.

Summary

- Elite starter store introduction
- Design improvements
- Foundation features
- Business-to-business features
- New features
- Elite starter store limitations



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