

WebSphere Commerce Suite Implementation Services

for Blueprint Customization



Outline

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Background & Approach

- **Historically WCS customers defined each page in their commerce site via a requirements gathering session**
 - ▶ Proved to be a lengthy and expensive creative process
 - ▶ Very custom and unique to each situation
- **Repeatably executed similar successful implementations within Software Services**
 - ▶ Opportunity to market this intellectual capital developed in Toronto
 - ▶ Multiple benefits to Business Partners and end customers
- **Blueprint Customization takes a experienced 'assumptive' approach to the B2C retail segment**
 - ▶ Assumptions made about the shopping flow and site navigation
 - ▶ Based on InFashion store model + some new functionality
 - ▶ Pre-built the jsp and commands to reflect that shopping flow with robust error handling
 - ▶ Defined templates for jsp to make look & feel changes simple

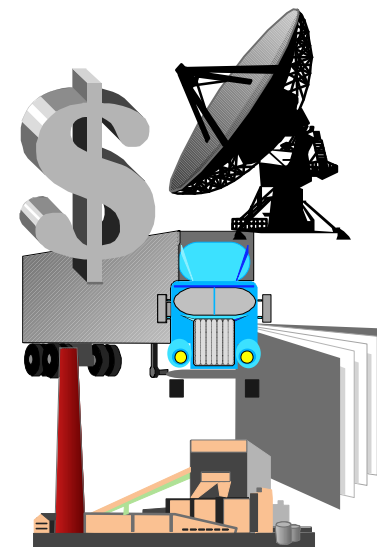
Targeted Opportunity & Segmentation

- New WebSphere Commerce Suite opportunities
- Business to Consumer (B2C) Implementations
 - ▶ Retail segment
 - ▶ Navigate the catalog to populate the shopping cart
 - ▶ Self-registration and persistent wish list
 - ▶ Marketing initiatives

- Distribution remains one of the Targeted Industries for WCS

→ B2C Retail, B2B Retail, Travel, Transportation, Wholesale / Consumer Package Goods

- Industrial
- Financial Services
- Telecommunications
- Media



Targeted Opportunity & Segmentation (cont.)

■ Global Mid-Market (GMB)

- ▶ Solution approximately \$100K - \$150K software & \$100K - \$300K Service (depends on WCS Solution content)
- ▶ Overall investment less than \$500K
- ▶ Less than 10,000 SKUs

■ Phase 1 of a larger project for an Enterprise customer

- ▶ Start small and grow over time

■ Available for Direct Sales & BP resellers

Typical target characteristics

- ▶ Size of organization usually less than 1,000 employees
- ▶ annual revenues somewhere around \$50-250M
- ▶ Operates both WIN, UNIX, Linux + iSeries environments
- ▶ Decision maker mirrors that of the version of WCS being purchased (refer to WCS marketing materials).

What is this Offering?

- Tool Kit to help jump-start your WCS B2C opportunity
 - ▶ Framework for Selling, Building, Deploying WCS Engagement
 - ▶ Partnership with Software Services for WebSphere

- Tool kit or offering consists of a complete set of deliverables:
 - ▶ Sales Presentation
 - ▶ Statement of Work
 - ▶ Development Work Products
 - ▶ Project Plan
 - ▶ Perform Guide
 - ▶ WCS B2C application asset

Offering Overview

- **Site Creation**
 - ▶ Launch commerce site from existing Home Page or new URL
 - ▶ Your corporate look on the existing B2C web pages
 - ▶ Mass load of your catalog data
- **Integration with:**
 - ▶ Taxware for tax calculation
 - ▶ WebSphere Payment Manager for payment processing
 - ▶ WebSphere Commerce Analyzer for reports
 - ▶ MQ series for B/E order processing and order status information
 - ▶ Catalog Search via DB2 Net Search technology
- **Also includes:**
 - ▶ Site Planning Workshop - 2 days
 - ▶ Installation of WCS Development Environment
 - ▶ Installation of WCS Production Environment (if hosted by IBM, or planning to run in-house) and application deployment
 - ▶ Commerce Accelerator LOB Training for Business Manager & Customer Service Representative (1 day each)
 - ▶ Application training for Sys Admin/DBA - 1 day

What are the Pre-built Coding Assets?

- JSP templates and methodology for modifying the look & feel
- Shopping flow defined with 35+ JSPs
- 10 custom commands
- XML DTD for loading command, catalog, & store data
- Highlight of the features:
 - ▶ Standard shopping flow (login, registration, browsing, shopping cart, check-out, order status)
 - ▶ Multi-language support
 - ▶ Quick Checkout
 - ▶ Multiple named wish-lists
 - ▶ Password reset
 - ▶ Guest order status
- Add-on modules for gift certificates and gift registry also available

How does my Customer benefit?

- Engagement with comparable functionality estimated at 3500 hours for project life cycle
 - ▶ 3500 hour effort would use more traditional requirements gathering approach
 - ▶ Customer dictates the shopping flow
 - ▶ No asset reuse
- Use offering as the basis and provide same functionality in 1500 consulting hours
 - ▶ Enormous savings in all steps of the engagement process; design, coding, testing, deployment
 - ▶ Template plus 70-80% of necessary information in each work product
- Deliver Phase 1 to your customers faster and with confidence
 - ▶ Flexible product and offering design allows you to add on new functionality with ease
 - ▶ Proven methodology
 - ▶ Much less implementation risk
- Partner with Software Services and benefit from our experience

Why BluePrint Customization?

Flexible

- Start Simple and Evolve over time
 - ▶ 50% cost savings vs Standard Services Implementation
 - ▶ Proven flexible, scalable foundation for future growth
 - ▶ Add-on modules available for subsequent phases



Fast

- Live with WCS between 60 & 90 days
 - ▶ End-to-end e-Commerce solution
 - ▶ WCS Programming Model allows for implementation of your specific business needs, now and in the future

Fearless

- Based upon proven WCS Lab Services success
 - ▶ Simple but effective B2C shopping flow
 - ▶ Reuse of JumpStart asset reduces overall development cost

Process

- **Use the Blueprint Customization pre-sales collateral to win business**
 - ▶ **Fact Sheet and Brochure**
 - ▶ **Overview Presentation**
 - ▶ **Sample Statement of Work**
 - ▶ **Sample Project Plan**
- **Qualified lead**
 - ▶ **Work with WCS Business Development team part of Software Services (Lab Engagements team)**
 - ▶ **Engagement Manager brought in as necessary**
 - ▶ **Statement of work negotiated and signed between BP and Software Services (150-250 consulting hours, scaled to solution sold)**
 - ▶ **All intellectual capital made available**
 - ▶ **Software Service resource assigned and the partnership begins**

Contact Information

- **Jim Barton**
 - ▶ **Software Services for WebSphere
Business Development, Business Partners**
 - ▶ **jjbarton@us.ibm.com**
 - ▶ **617-693-2609**

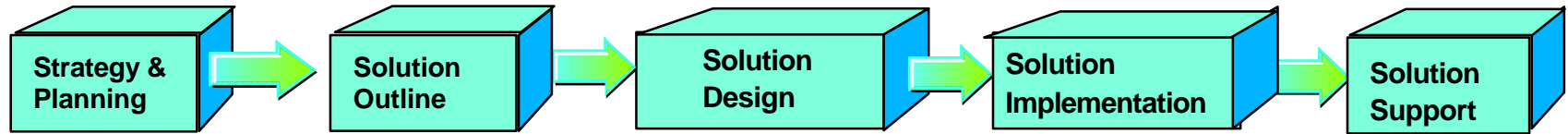
Fast Flexible **Fearless**



Back-Up



Methodology



- ✓ Client has defined prior to the start of the JumpStart

- ✓ Joint IBM-Client Session (2-day planning workshop)
- ✓ Confirmation of scope
- ✓ Definition of Implementation parameters
- ✓ Identification of critical success factors
- ✓ Confirmation of site flows and layouts
- ✓ Verification of Site Environment
- ✓ Finalization of Project Plan

- ✓ Design validation of e-Commerce Application
- ✓ Data Modelling workshop where client catalog is mapped to WCS schema
- ✓ Mass load specification definition
- ✓ Overall data flow mapping, including any MQ integration
- ✓ Identification of product search requirements
- ✓ Identification of Payment & Shipping methods
- ✓ Definition of marketing initiatives
- ✓ Identification of JSP template for look and feel customization

- ✓ Develop e-Commerce Application
- ✓ WCS development & production environment installation
- ✓ Loading of customer catalog data via the Mass load utility.
- ✓ Incorporate the client corporate look and feel for the site
- ✓ Testing
- ✓ Training
- ✓ Move application to Production Environment
- ✓ WCS ongoing Maintenance Workshop
- ✓ Provide documentation to client

- ✓ Outside the scope of JumpStart
- ✓ Additional services are available from IBM

Add to Cart

Project Plan

- ▶ Project Management: 280 hours
 - ▶ Includes 120 hours of contingency (8% of project total)
- ▶ Strategy & Planning: 120 hours
 - ▶ Planning workshop
- ▶ Solution Outline & Design: 264 hours
 - ▶ Data workshop
 - ▶ Update Functional Specification and define solution architecture
- ▶ Solution Implementation: 700 hours
 - ▶ All coding, unit, functional and integration testing
 - ▶ Includes installation of development environment
- ▶ Production: 104 hours
 - ▶ System testing
 - ▶ Includes installation of 2-tier production environment
- ▶ Training: 32 hours
- ▶ Total 1500 consulting hours

Delivery Team

- ▶ **Solution Architect (1)**
 - ▶ Senior WCS architect skilled in WCS programming model and knowledgeable of the schema
 - ▶ Full-time initially with time diminishing during implementation
- ▶ **WCS Data Modeller (1)**
 - ▶ Senior Data Modeller very knowledgeable about WCS schema and able to interact with customer DBA or act as project DBA
 - ▶ Full-time initially with time diminishing to minimal consulting during implementation and deployment
- ▶ **Project Manager (1)**
 - ▶ Part time PM for duration (1/2 of time)
- ▶ **WCS Developer (2-3)**
 - ▶ Senior developer skilled in coding to WCS programming model (JSPs, command writing) and Commerce Accelerator
 - ▶ Developer skilled in XML
 - ▶ Developer skilled in installing/configuring WCS
 - ▶ Developer who has experience in testing