



# Preview – IBM WebSphere Commerce V6

## Overview

Used by top enterprises and widely regarded as the market-leading e-commerce solution, IBM WebSphere® Commerce provides a future-proof solution for all of a company's e-commerce needs. From a simple online store to a fully integrated, multi-channel sales network, WebSphere Commerce can be used for any or all of a company's business models and customer touchpoints. It is the single, unified customer interaction platform you need to do business directly with consumers and businesses, indirectly through channel partners, or with all of these simultaneously.

With online sales continuing to grow at double-digit rates and with the Internet influencing over 20% of sales in other channels, companies big and small recognize that e-commerce is more than just an online shopping cart; it's an integral part of their overall business strategy. It's not just about doing new business in a single channel; it's about doing business better — in all channels — all while supporting consumers and business customers that have become more empowered and demand to do business on their terms — whenever, wherever, and however they want.

As you roll out more e-commerce sites, serve more constituents, and handle an increasing number of business processes, the importance of e-commerce to your business has grown. You need new business capabilities to support your growth strategies. You need higher levels of performance and scalability to support transaction loads. You want to deliver the consistent and relevant experience that your customers have come to demand. And you need enhanced productivity for your customers, partners, and employees. At the same time, you must continue to control costs and optimize operations. To achieve all of this, you need a robust, next-generation platform capable of supporting all of your e-commerce needs.

Looking to the future, you want a solution that supports all of the ways you do business — today and tomorrow. A market-leading solution that is proven in your industry. A solution offered by a world-class vendor that you can count on today and in the future to support your mission-critical, cross-enterprise, or even global needs.

The next generation is here. This is IBM WebSphere Commerce V6: focused on your customers, tuned to your industry, architected for your business. This is a single, unified platform that enables business to deploy a wide variety of e-commerce initiatives — from a basic online store, to multiple integrated touchpoints such as kiosk, call center, and Web, to a fully automated, multi-tier demand chain. WebSphere Commerce helps companies of all sizes become On Demand Businesses — ensuring their customers can do business with them when they want, where they want, and how they want.

## Key prerequisites

Prerequisites and technical information will be provided when WebSphere Commerce V6 is announced.

### **Availability date**

Second Quarter, 2006

## At a glance

Unlike its competitors, WebSphere Commerce offers the following unique advantages:

- Delivers a consistent and relevant experience to customers and partners by extending a common set of business services across every point of interaction
- Maximizes productivity and usability for your customers, partners, and employees
- Simplifies the development, management, and delivery of business functionality while maximizing reliability, performance, and scalability

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## Description

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IBM builds on over nine years of experience delivering market-leading e-commerce solutions with WebSphere Commerce V6, which includes enhancements in the following areas:

- Cross-channel execution: Deliver a consistent and relevant experience to customers and partners by extending a common set of business services across every point of interaction.
- Customer empowerment: Maximize productivity and usability for your customers, partners, and employees.
- Foundational leadership: Simplify the development, management, and delivery of business functionality while maximizing reliability, performance, and scalability.

**Cross-channel execution improvements include:** IBM Sales Center for WebSphere Commerce: This new, separately orderable feature leverages the catalog, order management, promotions, and merchandising capabilities of WebSphere Commerce to provide contact center representatives with the functionality they need to service and up-sell your cross-channel customers. It delivers the speed and productivity required for high-volume contact centers via a customizable user interface designed for maximum productivity and multi-tasking.

### Sales Center key features:

- Work with multiple stores, customers, and orders simultaneously
- View cross-sell, up-sell, and promotional information
- Find and visually compare products
- View product availability
- Create quotes and turn quotes into orders
- View and override contract and list pricing for products, orders, and shipping
- Create, update, block, and cancel orders
- Create and manage customer profiles
- Process payments
- Create and manage ticklers (“to-do’s”) for themselves or others
- Use hot-key-enabled functions
- Easily integrate to other applications with this Eclipse-based solution

### Sales Center key benefits:

- Improves service for cross-channel customers
- Increases sales in the call center by enabling cross-selling and up-selling
- Reduces the cost and complexity of your technology environment by using WebSphere Commerce as the central server for call center and Web operations
- Eliminates the need to synchronize catalog, customer, promotion, and order data between disparate systems

IBM Gift Center for WebSphere Commerce: This new, separately orderable feature is a complete multi-channel gift registry solution. It can operate as a Web-only gift registry, integrate to an existing back-end registry system or stand on its own as a centralized cross-channel solution. It leverages the marketing and merchandising capabilities of WebSphere Commerce and provides

integration points to your POS (point of sale) system, store kiosk, and scanning devices.

### Gift Center key features:

- Support for multiple events types: weddings, engagements, and birthdays
- Private and public registries
- Rich registry creation and management features
- Ability for multiple co-registrants
- E-mail announcements for guests
- Completion program with seller-defined discounts upon closeout
- “Thank you” notes tracker
- Sample kiosk user interface
- Sample gift store consultant user interface
- Ability for gift givers to purchase an item for themselves and from the registry in a single checkout

### Gift Center key benefits:

- Increases revenues
- Improves customer service through seamless registry interaction and service across channels
- Improves average order values as gift givers often buy items for themselves when purchasing from a registry
- Improves customer reach as registry guests who purchase become new customers
- Reduces the cost and complexity of your technology environment by using WebSphere Commerce as the central server for all cross-channel gifting processes

Cross-channel order processing: The order process subsystem has been extended and improved to provide enhanced support for cross-channel business processes and efficiently serve new constituents such as contact center representatives, gift registrants, and distribution channel partners. Additional integration interfaces have been added to facilitate communication with external systems (for example, POS systems, kiosks, Enterprise Resource Planning, and fulfillment systems), and a new “plug-in” based payment processing capability has been added.

### Cross-channel order processing key features:

- Ability to create future orders and order items with a requested shipment date
- Ability to pre-order, expedite, and block orders
- Ability to request orders to be shipped as complete
- Support for order- and item-level release to fulfillment
- Multiple releases per order and payment methods per order
- Ability to capture shipping account codes and shipping instructions
- Ability to create quote and convert quote to order
- Support for manual price, shipping, and contract term
- Plug-in payments processing for integration to third-party payment providers

**Cross-channel order processing key benefits:**

- Reduce order processing costs through automation and streamlining of processes
- Greater efficiency through single view of transactions across multiple channels
- Improved customer satisfaction through:
  - Better visibility into inventory and order history
  - Seamless and consistent order experience across all channels
- Easier and quicker integration to third-party online payment providers

**Customer empowerment improvements include:**

Workspaces: This feature empowers business users with end-to-end control over the creation, management, and publishing of product information, Web content, promotion rules, and campaign information — with no involvement required from the IT staff.

**Workspace key features:**

- Tasks, notifications, and approvals
- Collaboration through task descriptions and comments
- Single view of all tasks and task status
- Integrated catalog, content, and campaign preview
- Preview at a future date
- Quick Fix publishing for emergency changes
- Scheduled publishing of granular site changes
- Ability to work on multiple projects operating on independent timeline

**Workspace key benefits:**

- Ability to execute a higher volume of marketing initiatives
- Shortened time to complete site changes
- Improved business user productivity
- Improved quality and reduction in errors via preview and Quick Fix capability

Attachments: Attachments in WebSphere Commerce give business users a productive and easy-to-use graphical interface for managing files related to products. Business users can load, manage, and define how file content such as images, user manuals, warranty documents, Flash files, and audio and video files are used on the Web site.

**Attachment key features:**

- Graphical tool for uploading and sorting files
- Productivity features for managing many files
- Ability to view thumbnail of images for easy management
- Assign usage codes and other metadata to files telling WebSphere Commerce how to use the files on the Web site
- Single view of all files attached to a product and their usage

**Attachments key benefits:**

- Increased sales due to improved ability to describe products and services

- Improved business user productivity and control
- Decreased cost of operations due to reduced dependency on IT

E-mail Template Editor: This feature provides business users with an easy-to-use interface to control the e-mail campaign creation process from end-to-end with no involvement from the IT staff. The E-mail Template Editor gives campaign managers a new graphical interface for creating and previewing the text and imagery that goes into an e-mail campaign.

**E-mail Template Editor key benefits:**

- Create targeted personalized e-mails
- Select from available e-mail templates
- Enter text and HTML and add images
- Add e-spots and use campaign activities to target content and product recommendations as part of the e-mail content
- Point and click to add tags to include the customer's name in the e-mail
- Create links to other Web pages and images
- Select from list of available URL commands to direct the customer to the Web site and add an item directly to a shopping cart
- Use push-button preview to see the completed e-mail before it is sent out to customers

SurfAid™ Analytics for WebSphere Commerce: This is a separately orderable IBM On Demand Business service offering that helps business managers optimize their WebSphere Commerce system and increase conversions. IBM SurfAid for WebSphere Commerce is designed to suggest the actions that help you achieve your e-commerce objectives. Through an intuitive user interface, flexible reporting, and advanced segmentation capabilities, IBM SurfAid for WebSphere Commerce guides you from reporting, to recommendation, to change.

**SurfAid Analytics for WebSphere Commerce key features:**

- Use integrated fully out-sourced on demand analysis solution with WebSphere Commerce
- Ensure that you get results by assigning an experienced account manager to each customer
- Identify which marketing campaigns and partners are most productive
- Pinpoint high-value visitor segments
- Understand and address order abandonment points
- Identify popular products and associated cross-sell and up-sell opportunities
- Optimize site navigation and layout
- Identify the content that makes visitors return to your site and stay longer

**SurfAid Analytics for WebSphere Commerce key benefits:**

- Focus your time and energies on analyzing and optimizing your business without the complexities of setting up and operating an analytics system
- Make informed decisions with easy-to-interpret, actionable reports
- Improve conversion rates by understanding abandonment points
- Justify and quantify site change initiatives

- Save time with automated reports and optimized performance
- Keep your data secure and protected

**Foundational leadership improvements include:**

**Simplified clustering:** This feature allows you to configure hardware and software to achieve higher levels of performance and reliability with less cost and complexity. By spreading a software application across multiple servers you can handle larger computing workloads by sharing work across servers in a cluster. If one server in the cluster fails, the others will share the workload, maintaining service and providing a higher level of reliability. These powerful benefits have made clustering a common practice, yet businesses are always looking for ways to minimize the inherent complexity of solutions with multiple parts. In this release of WebSphere Commerce, several enhancements are provided to make it easier to install and maintain WebSphere Commerce in a clustered configuration.

**Simplified clustering key features:**

- Exploit J2EE packaging and services of WebSphere to distribute the WebSphere Commerce application to a cluster
- Enable fine-grained application updates by simplifying deployment of changes to WebSphere Commerce, including store publish by using WebSphere APIs to update the commerce Enterprise Application Archive (EAR) file
- Automatically update WebSphere Commerce in a clustered environment through fix pack installer
- Leverage WebSphere Application Server Profiles to enable management of WebSphere Commerce via the WebSphere Application Server Administrative Console:
  - Start/stop, set trace specification, and so on

**Simplified clustering key benefits:**

- Significant reduction in cost to install and manage WebSphere Commerce in a clustered environment
- Reduction in the number of manual steps required to install fix packs in a clustered environment
- Centralized management of WebSphere Application Server and WebSphere Commerce

**Improved performance and availability:** As you extend the use of WebSphere Commerce to address an increasing number of business services and customer interaction points, you require new levels of performance and availability. Workloads have increased along with the mission-critical nature of your e-commerce deployment. WebSphere Commerce V6 delivers new enhancements in this area that extend its market-leading performance, scalability, and availability.

**Improved performance key features:**

- Support for Optimistic Locking
- Support for WebSphere Application Server V6 integration

**Improved performance key benefits:**

- Enhanced database performance
- Out-of-the box integration and exploitation of the market-leading application server

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## Product positioning

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