



IBM WebSphere Commerce V8.0 delivers an enhanced business user and merchandising environment for improved customer engagement

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At a glance

IBM^(R) WebSphere^(R) Commerce V8.0 enhancements include the capability to:

- Let merchandisers and marketers deepen customer engagement, drive customer loyalty, increase revenues, and improve profitability with an improved business user environment.
- Help deliver a better customer service and support experience.
- Provide a software platform upgrade to the latest web application server, database, and integrated developer environment, and incorporate earlier WebSphere Commerce V7.0 feature pack capabilities.

Overview

IBM WebSphere Commerce V8.0 delivers a new approach to e-commerce with an improved business user experience to help merchandisers and marketers deepen customer engagement and greatly enhance business results. Version 8.0 also includes a new customer service capability that enables organizations to provide a seamless experience across digital and call center channels.

IBM Customer Service for WebSphere Commerce

Version 8.0 delivers enhancements to Customer Service for WebSphere Commerce that offer a better customer service and support experience. The customer service representative (CSR) can utilize the same buying experience that customers use to provide assistance with site activities, for example, assist customers to manage their cart content and assist with the checkout process. As a part of the buying experience, the CSR can look up customer accounts and orders, and help customers with their account management.

Customer Service for WebSphere Commerce is a separately purchased solution for WebSphere Commerce V8.0 clients.

IBM Management Center for WebSphere Commerce

In Version 8.0, the Management Center is updated to use Dynamic HTML (DHTML) and the open source Spring Framework. This update makes it easier for developers to customize and embed custom tools in the Management Center. With DHTML, Management Center is no longer dependent on Adobe[™] Flash technology, and developers who customize the Management Center can now view their changes

without first compiling their code. Additionally, the Management Center user interface now has a new look.

In addition to the enhancements for business users, Version 8.0:

- Leverages a software platform upgrade to the latest versions of the web application server, database, and integrated developer environment.
- Incorporates the capabilities of earlier WebSphere Commerce V7.0 feature packs.
- Provides more streamlined packaging options.
- Allows businesses to use the Gift Center capability in their physical stores, without the purchase of an additional license.

Like Version 7.0, Version 8.0 can be deployed on premises or in the cloud through IBM Commerce on Cloud. For details, visit

<http://www.ibm.com/software/products/en/commerce-on-cloud>

IBM Commerce Insights™

Later in 2015, IBM intends to deliver Commerce Insights as a separately orderable, software as a service (SaaS) offering for use with WebSphere Commerce V8.0. Commerce Insights is designed to allow business users to make better, more informed decisions that deepen customer engagement, drive customer loyalty, help increase revenues, and help improve profitability. For details, refer to the [Statement of general direction](#) section.

Key prerequisites

IBM WebSphere Commerce V8.0 runs on supported versions of IBM AIX^(R), Microsoft[™] Windows[™], Red Hat Enterprise Linux[™], and SUSE Linux Enterprise operating systems.

Entitlement to IBM Call Center for Commerce V9.4 is required for use of IBM Customer Service for WebSphere Commerce.

Refer to the [Technical information](#) section for details.

Planned availability date

November 30, 2015: Electronic download

December 11, 2015: Physical media

Description

The IBM WebSphere Commerce family of products includes IBM WebSphere Commerce Professional and IBM WebSphere Commerce Enterprise.

WebSphere Commerce Professional provides a comprehensive business-to-consumer (B2C) cross-selling solution that mid-sized companies can use to deliver a personalized and consistent shopping experience. The capabilities of the Professional edition include precision marketing and merchandising, configurable business processes, A/B testing and multivariate testing, search engine optimization, and personalization. Businesses can use these capabilities to attract, motivate, transact, and understand their customers throughout the customer's journey. In Version 8.0, the Professional edition now enables limited use of the Extended Sites architecture, previously only available in WebSphere Commerce Enterprise.

WebSphere Commerce Enterprise is an omni-channel, e-commerce platform that enables business-to-consumer (B2C) and business-to-business (B2B) sales to

customers across all channels, which include web, mobile, social, store, and call center. The Enterprise edition allows brands to engage shoppers in a personalized and consistent way with merchandising tools, precision marketing, site search, customer experience management, catalog and content management, and social commerce capabilities. Organizations can go to market quickly and easily with an advanced starter store for B2C and B2B that is responsive to optimize content for various device types and formats, which include web, mobile, and tablet.

WebSphere Commerce Enterprise and WebSphere Commerce Professional help:

- Drive sales and revenue with personalized experiences, content, offers, and merchandising to more effectively sell products and services.
- Increase customer satisfaction and loyalty by strengthening relationships and delivering a rich and differentiated brand experience across all customer touch points.
- Enlighten and empower marketers, merchandisers, and product managers with easy-to-use business user tooling and analytics to create, manage, and personalize marketing, promotions, and catalogs without relying on IT resources.
- Create multiple branded sites and storefronts on a single platform in an efficient and cost effective manner by leveraging a common set of assets and infrastructure.
- Maximize performance and minimize downtime with a flexible and extensible e-commerce foundation.

In addition to the capabilities included in WebSphere Commerce Professional, WebSphere Commerce Enterprise enables B2B business models with buyer administrator and approver administrative and operational functions. With WebSphere Commerce Enterprise, businesses can use multiple Extended Sites, compared to one Extended Site allowed in WebSphere Commerce Professional.

IBM WebSphere Commerce Developer

Get a quick start on developing your WebSphere Commerce store fronts with IBM WebSphere Commerce Developer Enterprise or IBM WebSphere Commerce Developer Professional. They include tools to:

- Create, test, and deploy a WebSphere Commerce site under the test environment and workspaces provided by Rational^(R) Application Developer (RAD) for WebSphere.
- Build and extend WebSphere Commerce functionality.
- Customize IBM Management Center for WebSphere Commerce.

IBM Customer Service for WebSphere Commerce

WebSphere Commerce V8.0 provides new customer service enhancements with Customer Service for WebSphere Commerce that enable a customer service representative (CSR) to resolve common issues and capture orders. These new capabilities are built into the WebSphere Commerce V8.0 storefront and enable a CSR to perform key tasks on behalf of a guest, registered customers, and for both B2B and B2C business models. Customer Service for WebSphere Commerce is offered for both Professional and Enterprise editions.

Because the customer service enhancements are built into the storefront, site owners benefit from:

- A cost effective solution that uses a single and centrally maintained web application that delivers a common user interface for both customers and CSRs.
- An intuitive customer service interface for the storefront that CSRs can quickly use with little training.
- A common experience for customers and CSRs that helps CSRs solve customer issues faster.
- Personalized content and promotions presented to CSRs to help drive increased sales.

- Powerful WebSphere Commerce site search to quickly find the right products for customers.

With the new customer service enhancements, CSRs can:

- Work with customer accounts for both B2B and B2C business models.
- Find products through catalog navigation or through powerful faceted search that provides detailed product information.
- Work with customer orders so they can create new orders, view order history, and cancel orders.

Statement of general direction

IBM Commerce Insights

IBM intends to deliver Commerce Insights in 2015, as a separately orderable, software as a service (SaaS) offering that can be used with your on premises or on cloud deployment of IBM WebSphere Commerce V8.0. Cloud deployment is offered through IBM Commerce on Cloud. Commerce Insights will provide merchandisers with business data and analytics in a single view, embedded with their store pages, products, and categories. Merchandisers will be able to take direct and immediate action based on those insights without having to switch context across different tools and systems.

Support for IBM i 7.1 and IBM i 7.2

IBM intends to support a future release of WebSphere Commerce V8.0 on servers that run the i 7.1 and i 7.2 operating system.

IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at IBM's sole discretion. Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remain at our sole discretion.

Reference information

For information about end of support for IBM WebSphere Commerce V6.0, refer to Software Withdrawal Announcement [915-199](#), dated October 1, 2015.

For information about WebSphere Commerce V7.0, Feature Pack 8, refer to Software Announcement [214-379](#), dated October 1, 2014.

For information about IBM WebSphere Commerce V7.0, refer to Software Announcement [209-362](#), dated October 27, 2009.

For information about fixed term license parts for WebSphere Commerce, IBM Sterling Order Management, and IBM Sterling Configure Price Quote, refer to Software Announcement [213-251](#), dated June 18, 2013.

Availability of national languages

Description	Availability date	Language
IBM WebSphere Commerce V8.0	November 30, 2105	Chinese Simplified, Chinese Traditional, English (US), French, German, Italian, Japanese, Korean, Polish, Portuguese

Description	Availability date	Language
		(Brazil), Romanian, Russian, Spanish
	November 30, 2015	Aurora Starter Store is also translated into Arabic, Hebrew, Turkish.

Program number

Program number	VRM	Program name
5724-I38	8.0	IBM WebSphere Commerce Enterprise
5724-I40	8.0	IBM WebSphere Commerce Professional
5724-I39	8.0	IBM WebSphere Commerce Developer Enterprise
5724-I41	8.0	IBM WebSphere Commerce Developer Professional

Education support

IBM training provides education to support many IBM offerings. Descriptions of courses for IT professionals and managers are on the IBM training website

<http://www.ibm.com/services/learning/>

Call IBM training at 800-IBM-TEACH (426-8322) for catalogs, schedules, and enrollments.

Offering Information

Product information is available via the Offering Information website

<http://www.ibm.com/common/ssi>

Also, visit the Passport Advantage^(R) website

<http://www.ibm.com/software/passportadvantage>

Publications

Technical documentation for WebSphere Commerce V8.0 can be found in IBM Knowledge Center at

<http://www.ibm.com/support/knowledgecenter/SSZLC2>

Documentation for V8.0 will be available on the electronic availability date.

Services

Software Services

IBM Software Services has the breadth, depth, and reach to manage your services needs. You can leverage the deep technical skills of our lab-based, software services team and the business consulting, project management, and infrastructure expertise

of our IBM Global Services team. Also, we extend our IBM Software Services reach through IBM Business Partners to provide an extensive portfolio of capabilities. Together, we provide the global reach, intellectual capital, industry insight, and technology leadership to support a wide range of critical business needs.

To learn more about IBM Software Services or to contact a Software Services sales specialist, visit

<http://www.ibm.com/software/sw-services/>

Technical information

Specified operating environment

Hardware requirements

For the most current hardware requirements, refer to

<http://www.ibm.com/software/reports/compatibility/clarity/index.jsp>

Software requirements

For the most current software requirements, refer to

<http://www.ibm.com/software/reports/compatibility/clarity/index.jsp>

Note: Entitlement to IBM Call Center for Commerce V9.4 is required for use of IBM Customer Service for WebSphere Commerce.

The program's specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a readme file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

Compatibility

IBM WebSphere Commerce V8.0 supports migration from IBM WebSphere Commerce Enterprise V 7.0 and IBM WebSphere Commerce Professional V 7.0. WebSphere Commerce V6.0 users must first migrate to Version 7.0 before they can migrate to Version 8.0.

WebSphere Commerce V8.0 does not support the Oracle Solaris operating system.

IBM Sales Center for WebSphere Commerce V7.0 is not compatible with WebSphere Commerce V8.0.

Previously deprecated functionality in WebSphere Commerce V7.0 is removed in V8.0. Refer to the topic deprecated functionality in the IBM Knowledge Center for WebSphere Commerce 7.0.

https://www.ibm.com/support/knowledgecenter/SSZLC2_7.0.0/com.ibm.commerce.admin.doc/concepts/cwndeprecation_overview.htm

For details about discontinued functionality, refer to IBM Knowledge Center for WebSphere Commerce V8.0. Documentation for Version 8.0 will be available on the electronic availability date.

https://www.ibm.com/support/knowledgecenter/SSZLC2_8.0.0/com.ibm.commerce.migrate.doc/cwndiscontinued_functions.htm

Performance considerations

IBM DB2^(R) Enterprise Server Edition 10.5 offers increased data protection, scalability, and performance for all its database intensive operations. Based on IBM DB2 technology, DB2 Enterprise Server Edition 10.5, it is designed to manage

data more effectively and efficiently. Greater availability is delivered through enhancements such as online, automated database reorganization. In addition, the increased scalability and the ability to leverage the latest in server technology helps deliver increased performance of backup and recovery processes.

Planning information

Packaging

The products detailed in this announcement will be available in both electronic software distribution (ESD) and packaged formats. Physical media is delivered on DVDs.

The following supporting programs are packaged and licensed for use with IBM WebSphere Commerce Professional V8.0 and IBM WebSphere Commerce Enterprise V8.0:

- IBM WebSphere Application Server Network Deployment V8.5.5
- IBM DB2 Enterprise Server Edition 10.5
- IBM Directory Server V6.4
- IBM Tealeaf Customer Experience V9.0 (electronic download only, limited use in test environments only)

The following supporting programs are packaged and licensed for use with IBM WebSphere Commerce Developer Professional V8.0 and IBM WebSphere Commerce Developer Enterprise V8.0:

- IBM Rational Application Developer V9.5 for WebSphere software (electronic download only)
- IBM WebSphere Application Server Test Environment V8.5.5 (electronic download only)
- IBM DB2 Enterprise Server Edition 10.5

This program, when downloaded from a website, contains the applicable IBM license agreement and License Information, if appropriate, and will be presented for acceptance at the time of installation of the program. For future reference, the license and License Information will be stored in a directory such as LICENSE.TXT.

Direct customer support

Software Subscription and Support (also referred to as Software Maintenance) is included with licenses purchased through Passport Advantage and Passport Advantage Express^(R). Product upgrades and technical support are provided by the Software Subscription and Support (Software Maintenance) offering as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software, and technical support provides voice and electronic access to IBM support organizations, worldwide.

IBM includes one year of Software Subscription and Support (also referred to as Software Maintenance) with each program license acquired. The initial period of Software Subscription and Support (Software Maintenance) can be extended by the purchase of a renewal option, if available.

Security, auditability, and control

WebSphere Commerce V8.0 uses the security and auditability features of the host hardware or software.

The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

Ordering information

This product is only available via Passport Advantage. It is not available as shrinkwrap.

These products may only be sold directly by IBM or by authorized IBM Business Partners for Software Value Plus.

For more information about IBM Software Value Plus, visit

http://www.ibm.com/partnerworld/page/svp_authorized_portfolio

To locate IBM Business Partners for Software Value Plus in your geography for a specific Software Value Plus portfolio, visit

<http://www.ibm.com/partnerworld/wps/bplocator/>

Product group: : WebSphere Commerce

Product: Product Identifier Description (PID)

- IBM WebSphere Commerce Enterprise (5724-I38)
- IBM WebSphere Commerce Professional (5724-I40)
- IBM WebSphere Commerce Developer Enterprise (5724-I39)
- IBM WebSphere Commerce Developer Professional (5724-I41)

Product category: eCommerce

Passport Advantage

Passport Advantage customer: Media pack entitlement details

Program name/ Description	Part number	Program number
IBM WebSphere Commerce Enterprise V8 Multiplatform Multilingual Media Pack	BK0A2ML	5724-I38
IBM WebSphere Commerce Professional V8 Multiplatform Multilingual Media Pack	BK0A3ML	5724-I40
IBM WebSphere Commerce Developer Enterprise V8 for Windows Multiplatform Media Pack	BK0A0ML	5724-I39
IBM WebSphere Commerce Developer Professional V8 for Windows Multiplatform Media Pack	BK0A1ML	5724-I41

Terms and conditions

The information provided in this announcement letter is for reference and convenience purposes only. The terms and conditions that govern any transaction with IBM are contained in the applicable contract documents such as the IBM International Program License Agreement, IBM International Passport Advantage Agreement, and the IBM Agreement for Acquisition of Software Maintenance.

This product is only available via Passport Advantage.

Licensing

IBM International Program License Agreement including the License Information document and Proof of Entitlement (PoE) govern your use of the program. PoEs are required for all authorized use. Part number products only, offered outside of Passport Advantage, where applicable, are license only and do not include Software Maintenance.

This software license includes Software Subscription and Support (also referred to as Software Maintenance).

Agreement for Acquisition of Software Maintenance

These programs are licensed under the IBM Program License Agreement (IPLA) and the associated Agreement for Acquisition of Software Maintenance, which provide for support with ongoing access to releases and versions of the program. IBM includes one year of Software Subscription and Support (also referred to as Software Maintenance) with the initial license acquisition of each program acquired. The initial period of Software Subscription and Support (also referred to as Software Maintenance) can be extended by the purchase of a renewal option, if available. These programs have a one-time license charge for use of the program and an annual renewable charge for the enhanced support that includes telephone assistance (voice support for defects during normal business hours), as well as access to updates, releases, and versions of the program as long as support is in effect.

License Information number

Product identifier	Product name	License information ID
5724-I38	WebSphere Commerce Enterprise V8.0	L-CGRY-9YAKTM
5724-I40	WebSphere Commerce Professional V8.0	L-CGRY-9YAKTM
5724-I39	WebSphere Commerce Developer Enterprise V8.0	L-CGRY-9YAKXB
5724-I41	WebSphere Commerce Developer Professional V8.0	L-CGRY-9YAKXB

The program's License Information will be available for review on the IBM Software License Agreement website

<http://www.ibm.com/software/sla/sladb.nsf>

Limited warranty applies

Yes

Limited warranty

IBM warrants that when the program is used in the specified operating environment, it will conform to its specifications. The warranty applies only to the unmodified portion of the program. IBM does not warrant uninterrupted or error-free operation of the program or that IBM will correct all program defects. You are responsible for the results obtained from the use of the program.

IBM provides you with access to IBM databases containing information on known program defects, defect corrections, restrictions, and bypasses at no additional charge. For further information, consult the IBM Software Support Handbook found at

<http://www.ibm.com/support/handbook>

IBM will maintain this information for at least one year after the original licensee acquires the program (warranty period).

Program technical support

Technical support of a program product version or release will be available for a minimum of five years from the general availability date, as long as your Software Subscription and Support (also referred to as Software Maintenance) is in effect.

This technical support allows you to obtain assistance (via telephone or electronic means) from IBM for product-specific, task-oriented questions regarding the installation and operation of the program product. Software Subscription and Support (Software Maintenance) also provides you with access to updates (modifications or fixes), releases, and versions of the program. You will be notified, via announcement letter, of discontinuance of support with 12 months' notice. If you require additional technical support from IBM, including an extension of support beyond the discontinuance date, contact your IBM representative or IBM Business Partner. This extension may be available for a fee.

Money-back guarantee

If for any reason you are dissatisfied with the program and you are the original licensee, you may obtain a refund of the amount you paid for it, if within 30 days of your invoice date you return the program and its PoE to the party from whom you obtained it. If you downloaded the program, you may contact the party from whom you acquired it for instructions on how to obtain the refund.

For clarification, note that (1) for programs acquired under the IBM International Passport Advantage offering, this term applies only to your first acquisition of the program and (2) for programs acquired under any of IBM's On/Off Capacity on Demand (On/Off CoD) software offerings, this term does not apply since these offerings apply to programs already acquired and in use by you.

Volume orders (IVO)

No

Passport Advantage applies

Yes, and through the Passport Advantage website at
<http://www.ibm.com/software/passportadvantage>

Software Subscription and Support applies

Yes. Software Subscription and Support (also referred to as Software Maintenance) is included with licenses purchased through Passport Advantage and Passport Advantage Express. Product upgrades and Technical Support are provided by the Software Subscription and Support offering as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software and Technical Support provides voice and electronic access to IBM support organizations, worldwide.

IBM includes one year of Software Subscription and Support with each program license acquired. The initial period of Software Subscription and Support can be extended by the purchase of a renewal option, if available.

While your Software Subscription and Support is in effect, IBM provides you assistance for your routine, short duration installation and usage (how-to) questions, and code-related questions. IBM provides assistance via telephone and, if available, electronic access, only to your information systems (IS) technical support personnel during the normal business hours (published prime shift hours) of your IBM support center. (This assistance is not available to your end users.) IBM provides Severity 1

assistance 24 hours a day, 7 days a week. For additional details, consult your IBM Software Support Handbook at

<http://www.ibm.com/support/handbook>

Software Subscription and Support does not include assistance for the design and development of applications, your use of programs in other than their specified operating environment, or failures caused by products for which IBM is not responsible under the applicable agreements.

For additional information about the International Passport Advantage Agreement and the IBM International Passport Advantage Express Agreement, visit the Passport Advantage website at

<http://www.ibm.com/software/passportadvantage>

Other support

Passport Advantage

System i Software Maintenance applies

No

Variable charges apply

No

Educational allowance available

Not applicable.

Statement of good security practices

IT system security involves protecting systems and information through prevention, detection, and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, or misappropriated or can result in misuse of your systems to attack others. Without a comprehensive approach to security, no IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective. IBM does not warrant that systems and products are immune from the malicious or illegal conduct of any party.

Prices

Business Partner information

If you are an IBM Business Partner -- Distributor for Workstation Software acquiring products from IBM, you may link to Passport Advantage Online for resellers where you can obtain Business Partner pricing information. An IBM ID and password are required.

<https://www.ibm.com/software/howtobuy/passportadvantage/paoreseller>

For current prices, visit

<http://www.ibm.com/support>

Passport Advantage

For Passport Advantage information and charges, contact your IBM representative or authorized IBM Business Partner for Software Value Plus. Additional information is also available at

<http://www.ibm.com/software/passportadvantage>

IBM Global Financing

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<http://www.ibm.com/financing>

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Financing from IBM Global Financing helps you preserve cash and credit lines, enables more technology acquisition within current budget limits, permits accelerated implementation of economically attractive new technologies, offers payment and term flexibility, and can help match project costs to projected benefits. Financing is available worldwide for credit-qualified customers.

For more financing information, visit

<http://www.ibm.com/financing>

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<http://www.ibm.com/planetwide/us/>