Establish a full-function, scalable e-marketplace, quickly and easily

IBM WebSphere Commerce Suite, MarketPlace Edition

Highlights

**Delivers an open, standards-based solution platform with integrated components to build your e-marketplace**

**Facilitates operational efficiency and high return on investment with browser-based tools, preconfigured options and built-in features**

**Uses Java and XML technologies to aggregate seller catalogs into a centralized catalog available to all trading components**

**Provides optimal customization and flexibility to manage membership and access control, approval workflows, reporting and negotiation processes**

**Incorporates e-marketplace functionality, including exchange, extensible searching, pervasive RFQ/RFP and realtime contracts**

Building a successful e-marketplace demands a solution with tight commerce and supply chain integration, streamlined purchasing processes and realtime information-sharing across a variety of business systems and computing environments. IBM WebSphere® Commerce Suite, MarketPlace Edition provides a fast, flexible and fearless e-commerce solution that addresses these challenges—and more.

---

IBM WebSphere Commerce Suite, MarketPlace Edition provides a flexible, high-performance e-marketplace solution.
This comprehensive business-to-business (B-to-B) e-commerce solution delivers a single, integrated platform with rich, out-of-the-box functionality to fit your current and future business goals. WebSphere Commerce Suite, MarketPlace Edition reduces the time and effort required to support unique industry and market dynamics. And this highly customizable and configurable solution is easily adapted and extended to support new features, services and business models, creating additional value.

**Build a flexible e-marketplace**

WebSphere Commerce Suite, MarketPlace Edition enables you to rapidly build and launch a robust, high-performance, transaction-heavy e-marketplace. It reduces the number of disparate systems your administrators must learn and maintain so you can capitalize on your investment as you focus on new, revenue-generating opportunities. Its open, standards-based, modular architecture offers you the flexibility and scalability required to run economically on a single server or extend your systems across multiple servers as your e-marketplace grows. Web browser-based tools and automated processes allow you to seamlessly integrate the diverse data, applications and processes of buyers, sellers and trading partners within your e-marketplace. With WebSphere Commerce Suite, MarketPlace Edition, you have a powerful framework to help speed development, simplify day-to-day operations and optimize performance.

To ensure the long-term viability, extensibility and interoperability of your e-marketplace, WebSphere Commerce Suite, MarketPlace Edition is based on industry standards, including Extensible Markup Language (XML), LDAP and Java™ technologies.

**Proven foundation for fearless B-to-B e-commerce**

WebSphere Commerce Suite, MarketPlace Edition is built on the foundation of the award-winning IBM WebSphere Commerce Suite. Incorporating innovative, patented IBM technologies and integrated solution components, WebSphere Commerce Suite enables you to grow a truly dynamic e-commerce environment.

With WebSphere Commerce Suite, MarketPlace Edition, you get many of the software offerings packaged with IBM WebSphere Commerce Suite, Pro Edition, including:

- **IBM DB2® Universal Database™.** This powerful relational database software stores all the information used by the WebSphere Commerce Suite system. It supports the Open Database Connectivity (ODBC) and Java Data-base Connectivity (JDBC) standards to provide consistent performance for your e-marketplace transactions.

- **IBM WebSphere Application Server.** A rich Web application deployment environment based on Java technologies. Built on open, standards-based technology, it provides support for Java servlets, JavaServer Pages™ (JSP™) and XML to quickly transform static Web sites into vital sources of dynamic Web content. It includes IBM HTTP Server, based on Apache Web Server, offering enhanced support for LDAP and SNMP connectivity, with JSP components used to create catalog pages and XML used to import large amounts of catalog data.
Enhanced functionality for dynamic e-marketplaces

WebSphere Commerce Suite, MarketPlace Edition delivers several new solution components to support the unique needs of e-marketplace buyers, sellers and market-makers. To facilitate realtime collaboration between buyers and sellers, it features dynamic pricing and negotiation capabilities, including auctions, exchange, extensible searching, pervasive notification and online contracts. Market-makers benefit from key capabilities designed to promote rapid development, deployment and management of their e-marketplace environments, including roles-based membership, aggregated catalogs, dynamic trade negotiations and reporting.

WebSphere Commerce Suite, MarketPlace Edition includes the following new solution components:

Catalog solution component:
Enables and controls the creation, management, access and aggregation of seller catalog content

Membership solution component:
Enables and controls the registration, definition and management of members and roles

Negotiation solution component:
Enables and controls dynamic pricing and negotiation mechanisms

Contracts solution component:
Enables and controls the dynamic creation of price contracts for purchases

Business solution component:
Controls the flow of orders and reporting data

Catalog solution component
WebSphere Commerce Suite, MarketPlace Edition provides a single point of access to heterogeneous data sources, allowing you to aggregate a catalog of goods and services sold in the e-marketplace into a single, unified view.

At the core of the catalog solution component is an aggregated catalog that accommodates all trading components of the system. This includes auction, request for quotation (RFQ) and exchange. The solution component provides different views to buyers and sellers based on their organization and roles; it supports multiple trading methods simultaneously. You can build categories and abstract product definitions that sellers can populate. And they can import, edit, update and validate their product information, exporting it into XML files for use in your e-marketplace.

Membership solution component
As part of your daily operations, you’ll need to approve new organizations and assign roles, attributes and access control policies for those organizations. The membership solution component uses industry-standard LDAP technology as its foundation, enabling you to securely manage registration and access privileges of all data and resources at the e-marketplace, or organization and user level.

This solution component provides a policy management tool to help you define the roles and establish access control policies for members and organizations. It also supports single-level approval for basic actions or market-type commands, such as buy or RFQ.
Negotiation solution component
The negotiation solution component allows you to support dynamic trading models and trading partner agreements. It enables e-marketplace participants to sell and buy catalog items for a fixed price or negotiate pricing through a variety of realtime mechanisms, including mobile commerce. The negotiation interface makes it easy to set up and run regular or Dutch auctions with open-cry, sealed-bid and bulletin board bidding so sellers can move excess inventory or high-value items quickly. The RFQ feature lets buyers select catalog items and negotiate a contract for a one-time price or ongoing purchases, giving both parties the advantage of speed and time to market. The negotiation solution component also includes an exchange feature so buyers and sellers can trade products in realtime, using the OrderBook feature to track bids and quotes throughout the online negotiation process.

Business solution component
As part of your normal routine, you'll need to approve new members and organizations, assign roles and attributes and update access control policies. The business solution component makes running your e-marketplace easy with specialized administrator tools you can access from your Web browser.

With the business solution component, you can convert orders moving through the defined approval flow into XML purchase orders and then place them in the seller’s inbox. Use reporting tools to log transactions and activities from other solution components (such as negotiations and contracts) and generate count and amount reports as well as tables for calculating fees. The business solution component’s reporting feature also provides a common user interface to allow e-marketplace members to generate and view select reports — on demand.

Contract solution component
The contract solution component simplifies the contract negotiation process by enabling buyers and sellers to create new contract agreements or modify existing online contracts through the e-marketplace. Because it automatically applies the terms and conditions of contracts, it's easier to uphold pricing agreements like pre-existing, negotiated discounts on quantity buys or seasonal purchasing plans. For catalog-based buying, the order management feature extracts price and availability information from the contract, determines the specified contract requirements and updates contract obligations based on purchase order fulfillment.

Deliver greater functionality
To enhance your e-marketplace functionality, WebSphere Commerce Suite, MarketPlace Edition can be used with complementary IBM products:

Lotus® SameTime™ adds instant awareness, realtime communication and collaborative information-sharing capabilities to any e-marketplace with features such as discussion forums, instant messaging, document-sharing and virtual meetings.

IBM MQSeries® Integrator provides the complete functionality of MQSeries, connecting your buyers’ and sellers’ different back-end systems. Its messaging-based technology applies intelligent routing to integrate applications, databases and networks seamlessly.

IBM WebSphere Catalog Manager is a set of tools that provides data-sharing and information management capabilities for B-to-C, B-to-B and e-marketplace environments. When combined with WebSphere Commerce Suite, it provides the flexibility to create, edit, validate, organize and reuse data across departments within organizations or across organizations in an extended information supply chain.
Capitalize on the e-marketplace opportunity

IBM is committed to helping you meet the challenges of growing and evolving successful e-marketplaces today—and in the future. WebSphere Commerce Suite, MarketPlace Edition addresses many of these critical factors, enabling you to extend your systems quickly. With its open, standards-based architecture and advanced functionality, WebSphere Commerce Suite, MarketPlace Edition can help your e-marketplace deliver the high-performance transaction capabilities needed to accelerate liquidity and critical mass along the entire supply chain—efficiently and cost-effectively.

For more information

To learn more about IBM e-marketplace solutions, contact your IBM marketing representative, IBM Global Services, IBM Business Partner or visit our Web site:

ibm.com/software/websphere/commerce

---

**IBM WebSphere Commerce Suite, MarketPlace Edition at a glance**

IBM WebSphere Commerce Suite, MarketPlace Edition is available only for IBM AIX® operating system.

<table>
<thead>
<tr>
<th>Hardware requirements</th>
<th>IBM pSeries, IBM RS/6000® and compatible systems</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• 2GB RAM</td>
</tr>
<tr>
<td></td>
<td>• 36GB free disk space for program files</td>
</tr>
<tr>
<td></td>
<td>• 16Mb network adapter card or 100Mb Ethernet adapter</td>
</tr>
<tr>
<td></td>
<td>• Internal wide SCSI I/O controller</td>
</tr>
<tr>
<td></td>
<td>• CD-ROM drive</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Software requirements</th>
<th>IBM AIX, Version 4.3.2 or higher</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Microsoft® Windows NT® for marketplace administrator client</td>
</tr>
<tr>
<td></td>
<td>• Netscape Communicator 4.6 or higher for e-marketplace administrator and e-marketplace members’ Web browsers</td>
</tr>
</tbody>
</table>

To utilize wireless communications for exchanges and auctions, the following are required:

• WTP proxy from IBM WES
• WAP-enabled pervasive device
• A service provider (such as AT&T, MCI, SPRINT) for WAP gateway support
• WebSphere Commerce Suite, MarketPlace Edition servers must be reachable by the WAP gateway