



IBM WebSphere Commerce V7.0 Feature Pack 8 accelerates time-to-market for next generation B2B e-commerce and adds important new capabilities for both B2B and B2C

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Overview

Business to business (B2B) customers now expect the same rich content, cutting-edge capabilities, and productivity benefits that they experience when using business to consumer (B2C) websites. At the same time, many B2B businesses are looking to grow their business through direct B2C online selling channels. These businesses need to manage all their channels, whether B2B or B2C, on a common platform that provides business user tools with the capabilities to quickly create and publish engaging and seamless brand experiences across all digital channels, including mobile, with a reduced dependency on their IT department.

IBM® WebSphere® Commerce V7.0 Feature Pack 8 delivers enhanced e-commerce capabilities for B2B businesses that help accelerate time-to-market and deliver engaging brand experiences through an updated WebSphere Commerce Aurora store. Using best practices for store implementations and management, the Aurora store now provides a single starter store that supports both B2C and B2B models and takes advantage of the WebSphere Commerce representational state transfer (REST) application programming interface (API). With Feature Pack 8, B2B and B2C businesses are able to benefit from leading capabilities designed to:

- Enable sellers to engage with buyers through their chosen devices using Responsive Web Design (RWD) to optimize the storefront search and browse experience.
- Achieve faster time-to-market for new campaigns and initiatives. IBM Commerce Composer for WebSphere Commerce reduces the dependency on IT departments and gives business users unprecedented control over site content and the user experience.
- Expedite the adoption of innovative third-party services and solutions from a wide range of partners by providing access to prebuilt integrations for WebSphere Commerce that are validated as Ready for IBM Smarter Commerce™. Integrations include partner widgets for Commerce Composer that are designed to further enhance the customer experience.
- Allow buyers to find more relevant products faster using the power of WebSphere Commerce search with features that include faceted search, search-based merchandising, and product recommendations, all supported by business user tools that enable product attribute-level control over products offered.
- Deliver value faster and at lower cost by taking advantage of WebSphere Commerce Starter Store Companion Assets. These assets include documented use cases, wireframes, a style guide, and test scripts for the automated test framework.

In addition, WebSphere Commerce V7.0 Feature Pack 8 delivers productivity benefits with dynamic sales categories, flexibility through an expanded range of B2B and B2C REST API services, enhanced integration for IBM Sterling Configurator, and further enhancements for the benefit of B2B and B2C businesses as requested directly by customers through the IBM Request for Enhancement (RFE) Community. The RFE Community is available at

<http://www.ibm.com/developerworks/rfe>

WebSphere Commerce V7.0 Feature Pack 8 replaces Feature Pack 7 and includes all of the features previously released with Feature Pack 7. For complete details about WebSphere Commerce V7.0 and previous feature packs, refer to the announcement listed in the [Reference information](#) section.

For ordering, contact your IBM representative, an IBM Business Partner, or IBM Americas Call Centers at 800-IBM-CALL (Reference: YE001).

Key prerequisites

WebSphere Commerce V7.0 Feature Pack 8 runs on selected levels of the IBM AIX®, IBM i, Microsoft™ Windows™, Red Hat Enterprise Linux™, Sun Solaris, and SUSE Linux Enterprise operating systems. Refer to the [Technical information](#) section for details.

Planned availability date

- November 26, 2014: Electronic download
- December 5, 2014: Physical media

Description

Enhancements in IBM WebSphere Commerce V7.0 Feature Pack 8

A single storefront for B2B and B2C

The Aurora storefront is enhanced with business to business (B2B) capabilities that include requisition lists, purchase orders, line of credit, multiple carts, product entitlement, and contract pricing to create a single starter store for all business models. The single storefront provides the following additional benefits:

- A consistent and functionally rich customer experience for both B2B and business to customer (B2C) that leverages:
 - IBM Commerce Composer for business control of the user experience.
 - Responsive layouts and widgets that deliver content optimized for the browser size and aspect ratio.
 - WebSphere Commerce search for advanced search-based merchandising, eSite and B2B price facets, and auto-suggestions with entitlement.
 - WebSphere Commerce Companion Assets to help expedite faster solution delivery at lower cost.
- An enhanced user experience for buyer administrators and buyer approvers with administrative and operational functions provided directly within the storefront. Buyer administrators can approve new buyers, create buyer approvers, and perform specific tasks on behalf of buyers, including the management of requisition lists and submitting orders.
- Access to validated prebuilt integrations to third-party services and solutions from a wide range of partners. Integrations include partner widgets designed for Commerce Composer.

Expanded REST API services

The WebSphere Commerce representational state transfer (REST) application programming interface (API) is expanded to include support for additional B2C functionality in the Aurora starter store and introduces B2B-specific functionality. In addition, the REST framework is updated to simplify the creation and consumption of REST APIs and helps support:

- Development of native mobile applications.
- Use of alternative web UI technologies for storefront presentation.
- A consistent approach for partner widgets, designed for Commerce Composer, to interact with the WebSphere Commerce server.

Enhanced IBM Sterling Configurator integration

Feature Pack 8 simplifies and accelerates the selling of complex products through an enhanced integration to IBM Sterling Configurator that:

- Enables business users to set up multiple predefined configurations for configurable products in the WebSphere Commerce catalog and manage purchase entitlement for specific customers. Predefined configurations support:
 - WebSphere Commerce search for faceted search and navigation.
 - Merchandising associations, marketing activities, and promotions.
- Supports globalization across WebSphere Commerce, Sterling Configurator, and IBM Sterling Visual Modeler.
- Enables pricing integration, including enhanced support for the price lock capability.
- Enables WebSphere Commerce orders that have configured products to be processed by IBM Sterling Order Management.

You must acquire Sterling Configurator, Sterling Order Management, and IBM Sterling Order Management Configurator Add-on for WebSphere Commerce software separately. For details, refer to the [Software requirements](#) section.

Dynamic sales categories

Powerful new Management Center catalog tooling enables business users to quickly create sales categories containing products and SKUs based on search rules.

- Business users can define the contents of a category using rules based on categories, attributes, and other properties that are in the WebSphere Commerce Search index.
- Products and SKUs in dynamic sales categories can be set at authoring time or can be dynamically updated on a predefined schedule.
- Business users can explicitly specify products to supplement the list generated from the search rule.

IBM Tealeaf® integration for B2B

Business users can employ Tealeaf Customer Experience to help rapidly identify and resolve hidden or hard-to-find site application problems through analytical insights and problem area drill down. By replaying troublesome shopper interactions, exact problems can be quickly pinpointed and resolutions can be actioned. The Aurora starter store B2B checkout flow is preconfigured for Tealeaf Customer Experience in Feature Pack 8. (The B2C checkout flow was preconfigured for Tealeaf Customer Experience in Feature Pack 6.)

Feature Pack 8 bundles IBM Tealeaf Customer Experience and IBM Tealeaf Impact for use in test environments. You must acquire IBM Tealeaf Customer Experience software separately for production and staging use. For details, refer to the [Software requirements](#) section.

Reference information

For details about WebSphere Commerce V7.0 Feature Pack 7 and previous feature packs, refer to [214-002](#), dated January 07, 2014.

Availability of national languages

Description	Availability date	Language
IBM WebSphere V7.0 Feature Pack 8 Electronic Download	November 26, 2014	English French German Italian Polish Portuguese (Brazilian) Romanian Russian Spanish Chinese (Simplified) Chinese (Traditional) Japanese Korean
IBM WebSphere V7.0 Feature Pack 8 Physical Media	December 5, 2014	As above

Program number

Enhancements in Feature Pack 8 affect the following products:

Program number	VRM	Program name
5724-I36	7.0.0	IBM WebSphere Commerce Express
5724-I37	7.0.0	IBM WebSphere Commerce Developer Express
5724-I38	7.0.0	IBM WebSphere Commerce Enterprise
5724-I39	7.0.0	IBM WebSphere Commerce Developer Enterprise
5724-I40	7.0.0	IBM WebSphere Commerce Professional
5724-I41	7.0.0	IBM WebSphere Commerce Developer Professional

Technical information

Specified operating environment

Hardware requirements

For basic requirements, refer to [209-362](#), dated October 27, 2009.

After the general availability date, visit the IBM WebSphere Commerce V7.0 Knowledge Center for the latest information at

http://www.ibm.com/support/knowledgecenter/SSZLC2_7.0.0/com.ibm.commerce.install.doc/refs/rigrsvprereq.htm

Software requirements

For basic requirements, refer to [209-362](#), dated October 27, 2009.

After the general availability date, visit the IBM WebSphere Commerce V7.0 Knowledge Center for the latest information at

http://www.ibm.com/support/knowledgecenter/SSZLC2_7.0.0/com.ibm.commerce.install.doc/refs/rigrsvrprereq.htm

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.

Planning information

Packaging

The products detailed in this announcement will be available in both ESD and packaged formats. Physical media is delivered on CDs or DVDs. 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.

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Passport Advantage

The licensed part numbers for ordering have not changed.

Refer to [209-362](#), dated October 27, 2009.

Terms and conditions

The terms and conditions for WebSphere Commerce V7.0, as previously announced in Software Announcement [209-362](#), dated October 27, 2009, are unchanged. Separate License Information documents are available for Feature Pack 8.0 as follows:

Product identifier	Product name	License Information ID
5724-I38	WebSphere Commerce Enterprise V7.0 Feature Pack 8	L-JTAG-9MYKLQ
5724-I40	WebSphere Commerce Professional V7.0 Feature Pack 8	L-JTAG-9MYKLQ
5724-I36	WebSphere Commerce Express® V7.0 Feature Pack 8	L-JTAG-9MYKLQ
5724-I39	WebSphere Commerce Developer Enterprise V7.0 Feature Pack 8	L-JTAG-9MYKLQ
5724-I41	WebSphere Commerce Developer Professional V7.0 Feature Pack 8	L-JTAG-9MYKLQ
5724-I37	WebSphere Commerce Developer Express V7.0 Feature Pack 8	L-JTAG-9MYKLQ

The programs' License Information is available for review on the IBM Software License Agreement website at

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

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

The prices are unchanged by this announcement.

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Corrections

(Corrected on November 24, 2014)

Updated Terms and conditions section.