**IBM WebSphere Commerce Introduction**

IBM WebSphere Commerce provides a powerful customer interaction platform for cross-channel commerce. It can be used by companies of all sizes, from small businesses, to large enterprises, and for many different industries. It provides easy-to-use tools for business users to centrally manage a cross-channel strategy.

WebSphere Commerce is a single, unified platform that offers the ability to do business directly with consumers (B2C), directly with businesses (B2B), and indirectly through channel partners (indirect business models).

WebSphere Commerce is a customizable, scalable, and high availability solution that is built to leverage open standards.

Three Editions of WebSphere Commerce:

1. **WebSphere Commerce Express:** Express is an easily installed and affordable customer interaction platform that is designed to jump-start your online presence.
2. **WebSphere Commerce Professional:** provides a powerful customer interaction platform to help mid-size companies offer personalized, cross-channel shopping.
3. **WebSphere Commerce Enterprise:** provides a sophisticated platform for high-volume B2C and B2B business models and multiple sites.

**IBM WebSphere Commerce Developer** provides an integrated development environment in which you can build and test your customizations to extend the business logic or change the appearance of your site. IBM WebSphere Commerce Developer Editions are available for WebSphere Commerce Enterprise, Professional, and Express. Since WebSphere Commerce is a highly customizable solution, IBM WebSphere Commerce Developer includes everything that you need to develop and test end-to-end e-commerce sites.

WebSphere Commerce Developer uses IBM Rational Application Developer for WebSphere Software as the foundation of the Java IDE.

Features of WebSphere Commerce Developer

1. **Starter stores for the consumer direct business models include Web 2.0, mobile, and social commerce features**.
2. Reduce costs in site development and deployment.
3. **The Aurora starter store** showcases the latest in storefront features, and models best practices in store development, demonstrating a wide scope of retail scenarios. Simplify your responsive consumer direct or B2B direct web store implementation and reduce your time-to-market by using the Aurora starter store as your development base.
4. **The Madisons starter store** provides all the pages and features necessary for a functioning consumer direct online store. The starter store is packaged with WebSphere Commerce as a store archive.
5. **The Madisons mobile starter** store provides a simplified storefront for mobile devices such as smartphones. It contains subsets of functionality that is provided by the Madisons starter store, optimized for common mobile HTML web browsers.
6. Consumer direct enhancements include:
7. **Remote widgets**: Remote widgets are portable frames that display store content. You can create remote widgets to display e-Marketing Spot content, wish lists, and gift registries. You and your customers can embed and view remote widgets on sites outside of WebSphere Commerce. This is a great way to extend your brand reach and drive traffic back to your site.
8. **IBM Gift Center**: IBM Gift Center for the Madisons starter store allows your business to incorporate a gift registry solution into your storefront that uses service-oriented architecture. The Gift Center Web services provide seamless integration of gift registry functions on the Madisons storefront. Using Gift Center, customers can create and manage gift registries for their special events, and their guests can purchase gifts directly from the store catalog using the Madisons checkout flows.
9. **Coshopping:** Coshopping enables two shoppers to explore a store, view products, and chat about products.
10. **Punch-out payment:** You can enable punch-out payment in starter stores. Punch-out payment is a payment model where a third-party payment service provider processes payments for orders.
11. **Product ranking:** The Madisons starter store includes product rankings such as best sellers and top browsed products in the storefront.
12. **Digital wallet:** A digital wallet, a starter store enhancement available in the Madisons and Madisons mobile stores, is a container for coupons.
13. **WebSphere Commerce search:** WebSphere Commerce search provides enhanced search functionality in starter stores by enabling enriched search engine capabilities such as automatic search term suggestions and spelling correction, while influencing store search results by using search term associations, and search-based merchandising rules.
14. **Subscription support:** Subscription support allows retailers to sell subscription-based offerings for products such as magazines and book of the month. The recurring order feature allows you to build a steady stream of repeat orders by automating the process for your customers. Subscriptions and recurring orders are a great way to expand your offerings by building customer loyalty.
15. **Dynamic kit configuration with Sterling Configurator:** The Sterling Configurator integration for WebSphere Commerce enables a WebSphere Commerce site to sell complex configurable products (dynamic kits).
16. **IBM Product Recommendations in the Madisons and Elite starter stores:** IBM Product Recommendations, formerly known as Coremetrics Intelligent Offer is a solution that you can subscribe to that automatically generates personalized product recommendations on the storefront. The recommendations are based on the browsing, shopping, and purchasing behavior of individual customers. The Madisons and Elite starter stores each contain five specialized e-Marketing Spots that support the display of dynamic recommendations that are generated by IBM Product Recommendations. You can publish an enhanced Madisons or Elite starter store to use store pages with these specialized e-Marketing Spots.
17. **Smart phone and tablet starter stores:** Smart phone and tablet starter stores provide rich storefronts for several mobile devices and platforms. They can be viewed on mobile devices using the mobile web, or deployed as native or hybrid applications.
18. **Facebook integration:** Leverage the power of the world's biggest social media community to spread the word on products or your store using the embedded Like or Send buttons.
19. **Bazaarvoice ratings and reviews:** Bazaarvoice is a software-as-a-service provider that offers ratings and reviews functionality to their clients. Support for the Bazaarvoice Ratings and Reviews component is included in the Aurora store for Bazaarvoice clients.
20. **Responsive Web Design (RWD**): Responsive Web Design (RWD) is a web design approach aimed at crafting pages that are optimized for a wide range of devices. It advocates the use of primarily fluid layouts and media queries to optimize a site for different devices, instead of designing a separate site for each device.
21. **Starter stores for B2B direct and indirect business models:**
22. Reduce costs in site development and deployment.
23. **Elite starter store**: The Elite starter store contains all the features that are offered by the Madisons starter store plus additional B2B capabilities. You can use the Elite starter store as a stand-alone store using the Advanced B2B direct business model or as an asset store in the Extended Sites business model.
24. **Extended sites starter store:** Use an extended sites starter store to get started on setting up an extended sites solution that will allow your selling organization to provide unique storefronts for different enterprise customers or showcase a number of branded storefronts.
25. **Demand chain business model:** A demand chain is composed of the enterprises that sell a business's goods or services. For example, a demand chain may be composed of buyers who initiate the sales transaction, the resellers who sell the manufacturer's goods, and the manufacturer who creates the goods. Or a demand chain may be composed of the resellers who sell a manufacturer's goods, the manufacturer who makes the goods, and the distributors who supply the manufacturer's goods to the resellers. Demand chains also support direct sales channels, in which the demand chain owner sells directly to consumers or business partners.
26. **Supply chain business model:** A supply chain is composed of the enterprises that provide services to a business. WebSphere Commerce provides the architectural infrastructure to support supply chains that take the form of a private marketplace, as well as through supplier sites.
27. Enhancements include:
28. **WebSphere Commerce search:** WebSphere Commerce search provides enhanced search functionality in starter stores by enabling enriched search engine capabilities such as automatic search term suggestions and spelling correction, while influencing store search results by using search term associations, and search-based merchandising rules.
29. **IBM Product Recommendations in the Madisons and Elite starter stores:** IBM Product Recommendations, formerly known as Coremetrics Intelligent Offer is a solution that you can subscribe to that automatically generates personalized product recommendations on the storefront. The recommendations are based on the browsing, shopping, and purchasing behavior of individual customers. The Madisons and Elite starter stores each contain five specialized e-Marketing Spots that support the display of dynamic recommendations that are generated by IBM Product Recommendations. You can publish an enhanced Madisons or Elite starter store to use store pages with these specialized e-Marketing Spots.
30. **Dynamic kit configuration with Sterling Configurator**: The Sterling Configurator integration for WebSphere Commerce enables a WebSphere Commerce site to sell complex configurable products (dynamic kits).
31. **Globalization and localization support:** The WebSphere Commerce architecture is designed to support globalization. Globalization is the proper design and execution of systems, software, services, and procedures so that one instance of software, running on a single server or end-user machine, can process multilingual data and present culturally correct data in a multicultural environment such as the Internet.

All starter stores are localized. In addition to globalization, these starter stores have additional features specific to a market.

1. **Marketing**: Marketing Managers can use Web activities and Dialog activities to deliver brand or promotional messages to customers through various methods. Methods include: displaying the message on store pages, or sending a message with email or mobile text messaging.

Precision marketing capabilities allow marketers and merchandisers to create, manage, and deploy personalized marketing campaigns across direct and extended brand touch points according to customer behavior: Target customers with relevant marketing information based on their personal browsing and shopping habits. Other approaches include marketing experiments, targeted marketing, campaigns, and e-Marketing Spots.

IBM Product Recommendations, formerly known as Coremetrics Intelligent Offer automatically generates personalized product recommendations for each visitor. Recommendations are based on current session and historical browsing, shopping, and purchasing data through a powerful set of proven and configurable algorithms. Marketers can create marketing campaigns to control when, where, and to which customers to display these relevant product recommendations.

1. **WebSphere Commerce search**: WebSphere Commerce search provides enhanced search functionality in starter stores. The functionality provides enriched search engine capabilities such as automatic search term suggestions and spelling correction, while influencing store search results with search term associations, and search-based merchandising rules.
2. **Promotions**: Using promotions, you can offer customers incentives to purchase. WebSphere Commerce supports numerous types of promotions. Examples of price promotions include simple discounts; merchandise specials such as gifts with purchase and buy-one-get-one; and service promotions that include reduced shipping costs.
3. **Distributed Order Management (DOM) integration:** This integration provides comprehensive coverage of the order lifecycle across channels, from capture to fulfillment.

An integration module, supporting a subset of integration scenarios, is provided to enable the use of Sterling Commerce as a Distributed Order Management System that is compatible with WebSphere Commerce.

Sterling Order Management integration offers further integration of IBM WebSphere Commerce and IBM Sterling Order Management Release 9.2. This order management-enabled commerce integration strengthens both products, providing a complete end-to-end solution.

1. **Cross-channel order processing:** Provides cross-channel business processes to efficiently serve customers, contact-center representatives, gift registrants, distribution channel partners, and others. Interfaces integrate with external systems such as POS, kiosk, enterprise resource planning (ERP), and fulfillment systems (multichannel order management).
2. **Business user tools for managing catalogs, promotions, campaigns, prices, page layouts, and stores.  
   IBM Management Center for WebSphere Commerce**

The IBM Management Center for WebSphere Commerce, or Management Center, is a suite of tools to support store management, merchandising, and marketing tasks for business users (Sellers, Marketing Managers, Product Managers, Catalog Managers, and others).

1. **Administration tools**: The Data Load utility provides an efficient data load solution for catalog, inventory, and pricing information into your WebSphere Commerce database.

The Web feed utility provides a new way to connect to Web feeds, such as a Content Management System, and harvest static, unstructured content.

1. **Web-based framework tools that are called WebSphere Commerce Accelerator to manage business operations such as managing stores, inventory, fulfillment, orders, returns, payments, and auctions.  
   WebSphere Commerce Accelerator:**

With the WebSphere Commerce Accelerator, you can maintain online stores, hubs, and catalogs by completing various store operations. Managing business operations includes maintaining the presentation of your store to creating and maintaining orders, to tracking store activities.

1. **Analytics and business intelligence using additional software:** WebSphere Commerce provides a framework and tools to simplify the process of setting up your site to use IBM Digital Analytics, formerly known as Coremetrics Analytics.IBM Digital Analytics is an industry leading hosted web analytics solution. The framework is implemented as a tag library designed to act as an intermediary layer between WebSphere Commerce and IBM Digital Analytics. The tools include an auto tagging utility to place analytics tags in your store pages. The tools also include a utility to generate a file that contains your catalog hierarchy for IBM Digital Analytics. This solution can significantly reduce the time that is required to deploy web analytics
2. **Payments using a payments plug-in architecture:** The Payments subsystemcontains three main parts: Payment rules engine, Payment plug-in controller, and payment plug-ins.
3. **Open standards support**: Built on accepted, industry standards like Java technology, JavaServer Pages, Enterprise JavaBeans (EJB), and XML, WebSphere Commerce can be easily integrated to your existing middleware and systems.
4. **Developer tools:** Standards-based, rapid application development environment that uses and extends IBM Rational Application Developer based development environment.
5. **Sales Center for WebSphere Commerce:** A separately ordered product that improves the productivity of call center employees. Gives call center representatives the functionality they need to service and up-sell cross-channel customers.
6. **Workspaces:** A workspace is an access-controlled work area where you can make and preview changes to managed assets, without affecting what is currently running on your site. Working in the context of a workspace is similar to having your own private copy of the managed assets. You can make and preview changes without affecting managed assets outside the workspace. You can commit the changes that you make in a workspace to the production database, and see the effects of your changes on your site.
7. **Auctions:** WebSphere Commerce provides an auctioning component that lets you sell products to the highest bidder. This component provides an ideal environment for implementing small to moderate-scale auctioning as part of your e-commerce solution, and for conducting auctions simultaneously.
8. **Contracts and entitlement:** You *entitle* customers to various aspects of a store such as what products they can purchase from a store, the price they pay for a product, and what payment methods a store will accept from customers.

Customer entitlement is controlled by the following WebSphere Commerce components:

1. Business Accounts
2. Contracts
3. Business Policies

The Catalog Filter and Pricing tool in Management Center can be used to filter by product, category, or product attribute. Filters can be assigned to contracts to support B2B, or to stores to support Extended Sites.

Courtesy: http://www-01.ibm.com/support/knowledgecenter/SSZLC2\_7.0.0/com.ibm.commerce.base.doc/concepts/covunderstanding.htm?lang=en