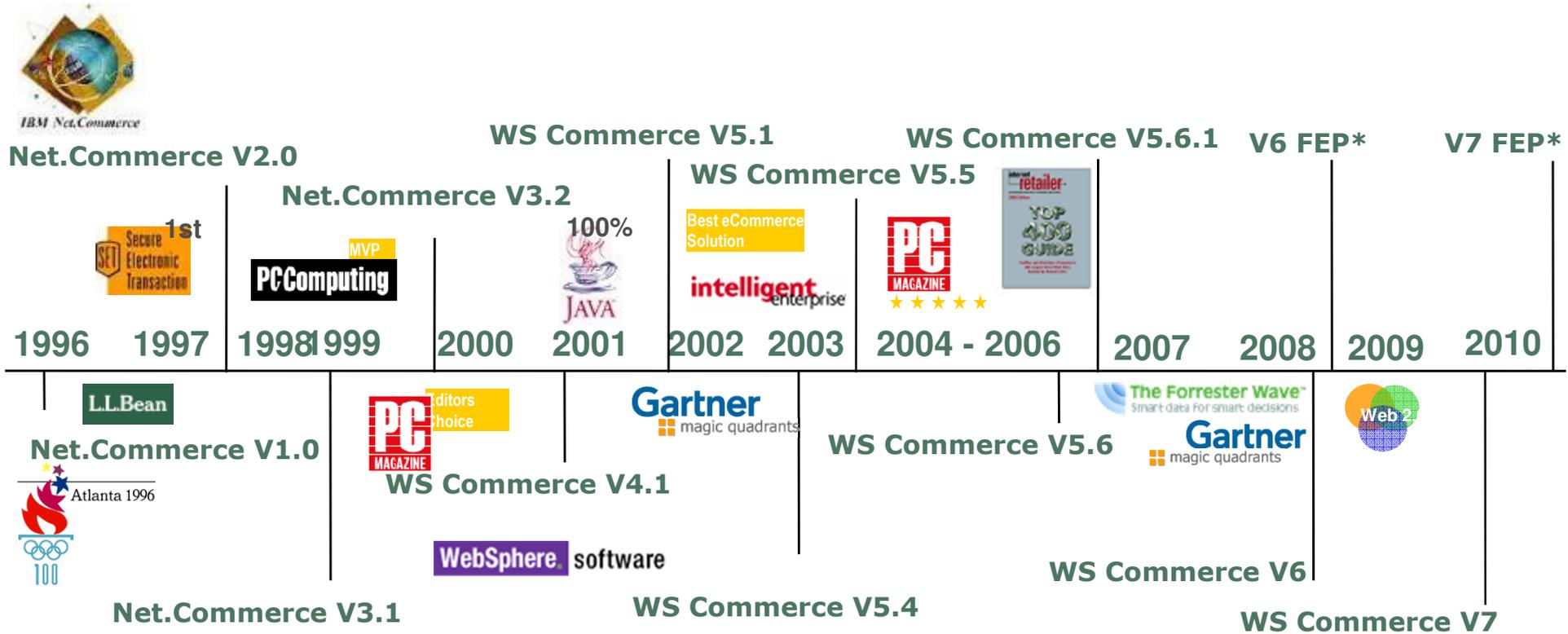


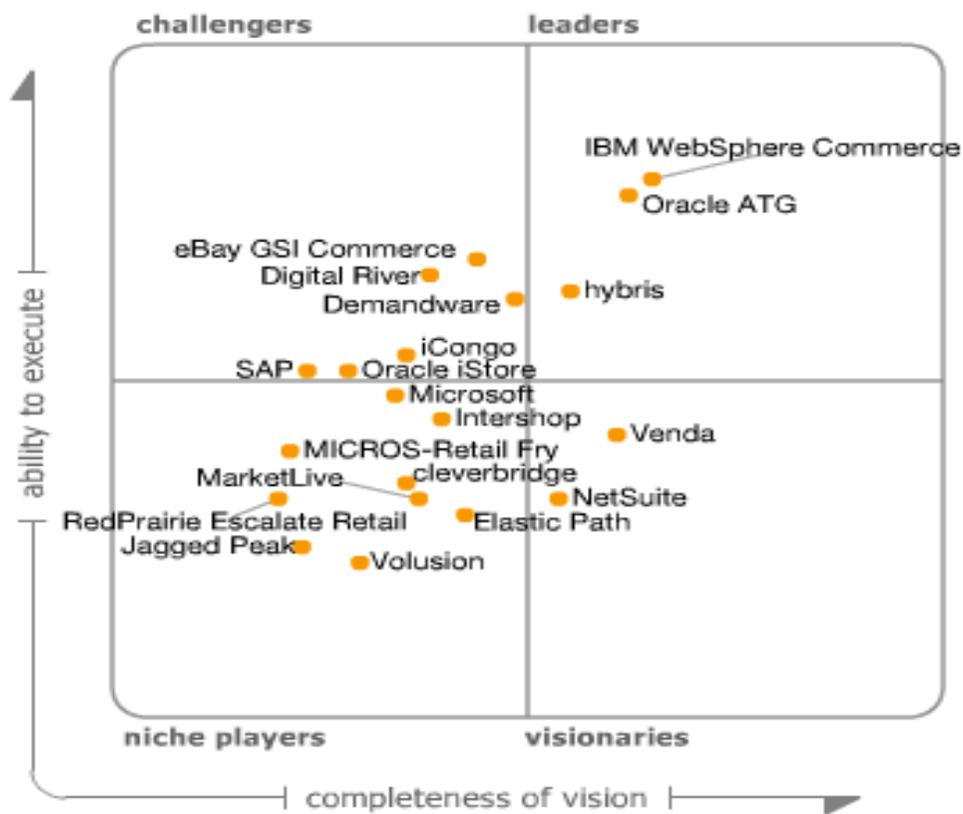
IBM WebSphere Commerce: More than 15 years Customer Experience



Product Evolution
 One major software release every two years
 New feature packs every year
 5 years product support enhanced by 3 years support extension

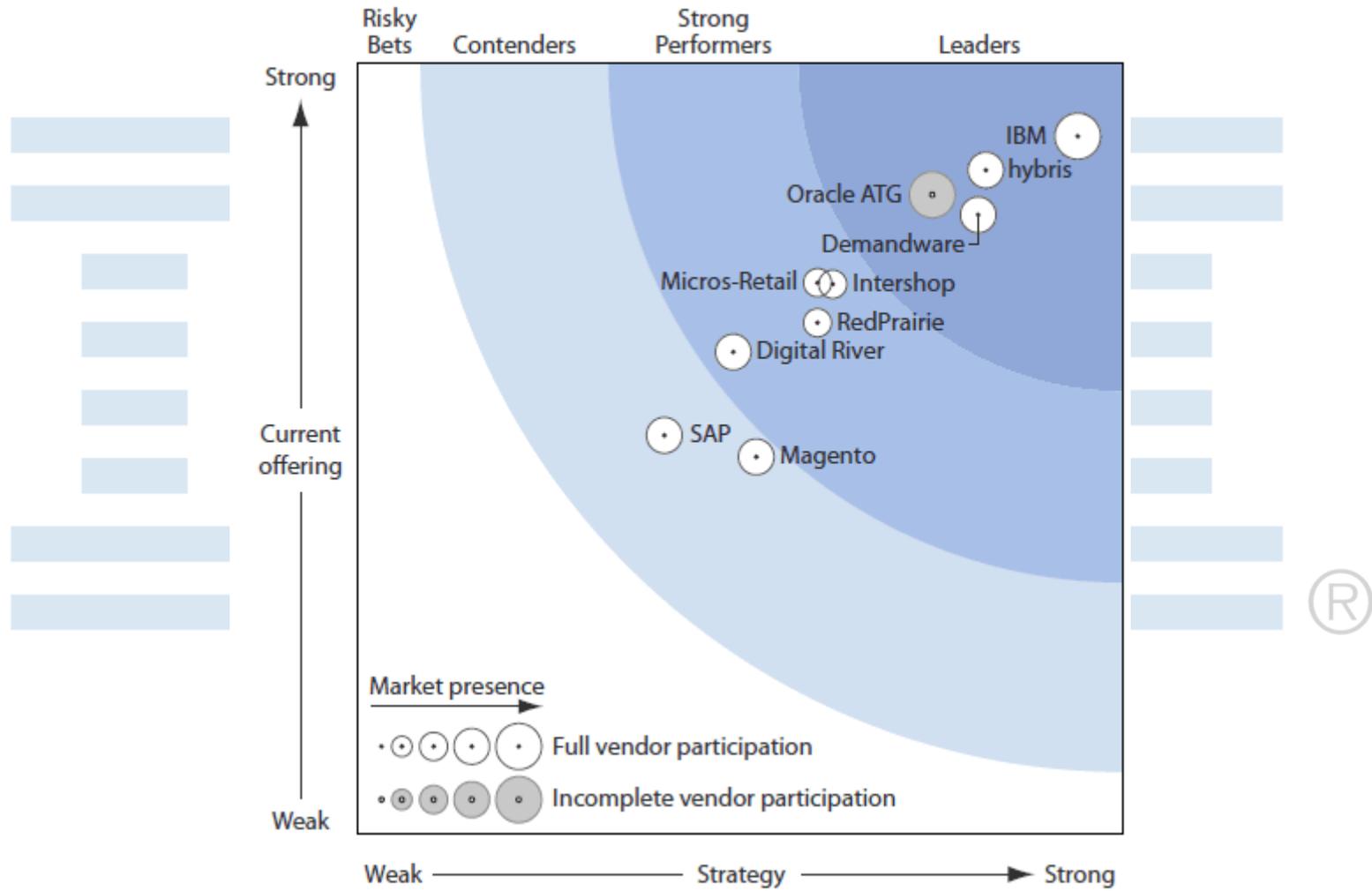
Analyc Report

IBM is placed in the **leaders quadrant** in the Magic Quadrant for e-Commerce



As of November 2011

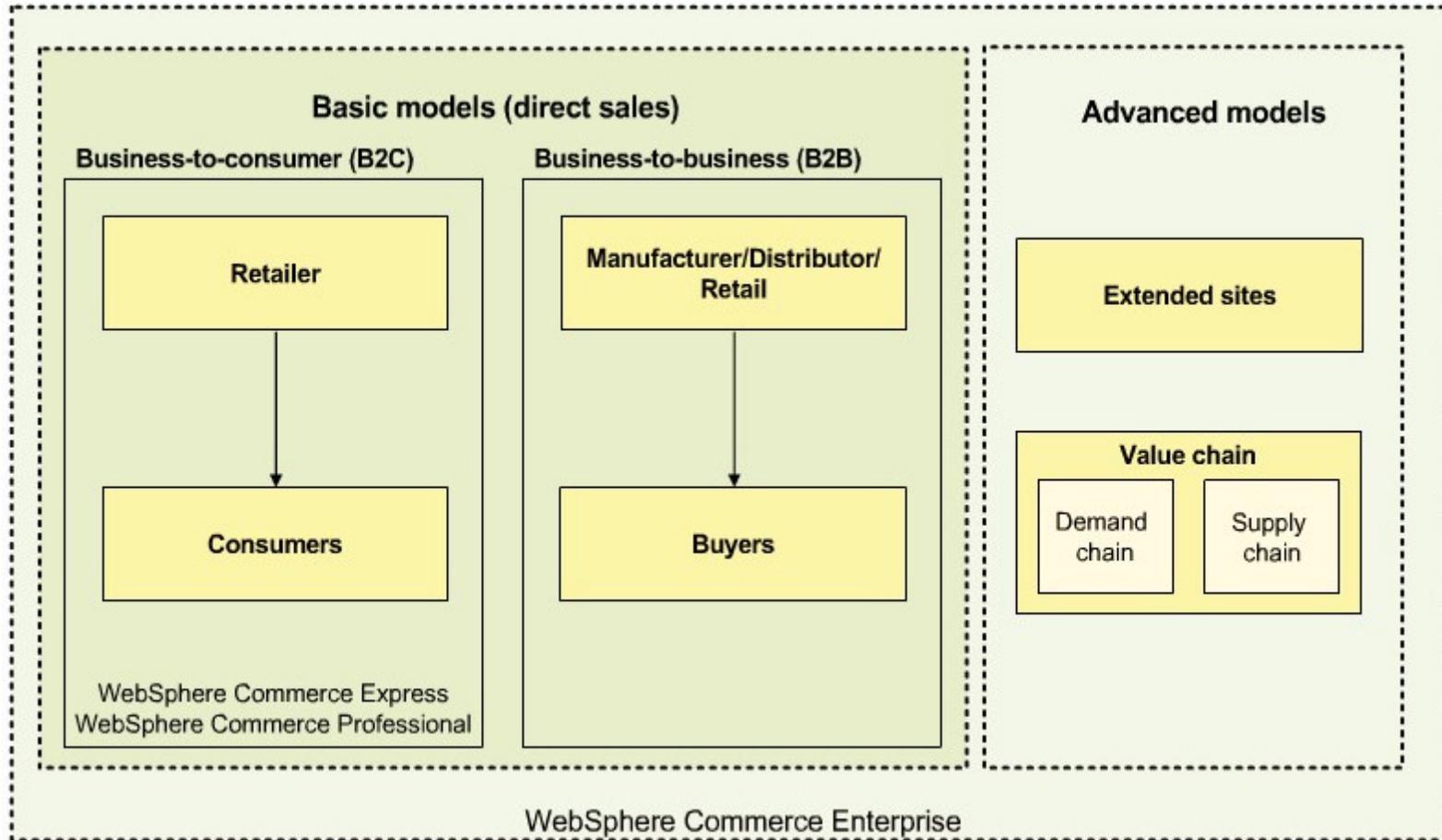
Figure 3 Forrester Wave™: B2C Commerce Suites, Q3 '12



WebSphere Commerce Portfolio

WC Edition	Express	Professional	Enterprise
Value Proposition	<ul style="list-style-type: none"> Entry-level, yet Enterprise grade, B2C e-commerce solution for GB market at a competitive price point 	<ul style="list-style-type: none"> Multi channel B2C commerce – Web, Mobile, Call Center, Kiosk, and In-store 	<ul style="list-style-type: none"> Multi-channel commerce with multiple sites and multiple business models (B2C, B2B, B2B2C)
Target Market	<ul style="list-style-type: none"> General Business (GB) companies with 1-999 employees <u>only</u> Customers wanting to deliver differentiated experience and maintain control of their site 	<ul style="list-style-type: none"> Cross-channel retailers Enterprise-class customers needing one or more B2C e-commerce sites 	<ul style="list-style-type: none"> Enterprise-class customers needing one or more B2C / B2B e-commerce sites Retailers and B2B companies needing multiple sites sharing business & IT assets
Key Capabilities*	<ul style="list-style-type: none"> Web 2.0 Starter Store Social Commerce and Mobile Commerce support No High Availability 	<ul style="list-style-type: none"> Dialog Activity Builder, Cross-channel Processes, Marketing Experimentation and Workspaces Support for High Availability 	<ul style="list-style-type: none"> B2B capabilities – Accounts & Contracts Extended Sites (multi-site support)

Business Model



B2C Model

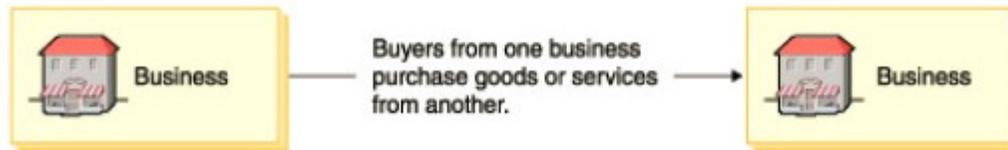
- Consumers typically buy goods or services directly from a seller



- Helps consumers with typical shopping tasks
- Indicators:
 - Traditional sales through Internet
 - Single brand
 - Single market
 - No multi-channel required
- Industries commonly used in:
 - Retail, electronics, consumer packaged goods

B2B Model

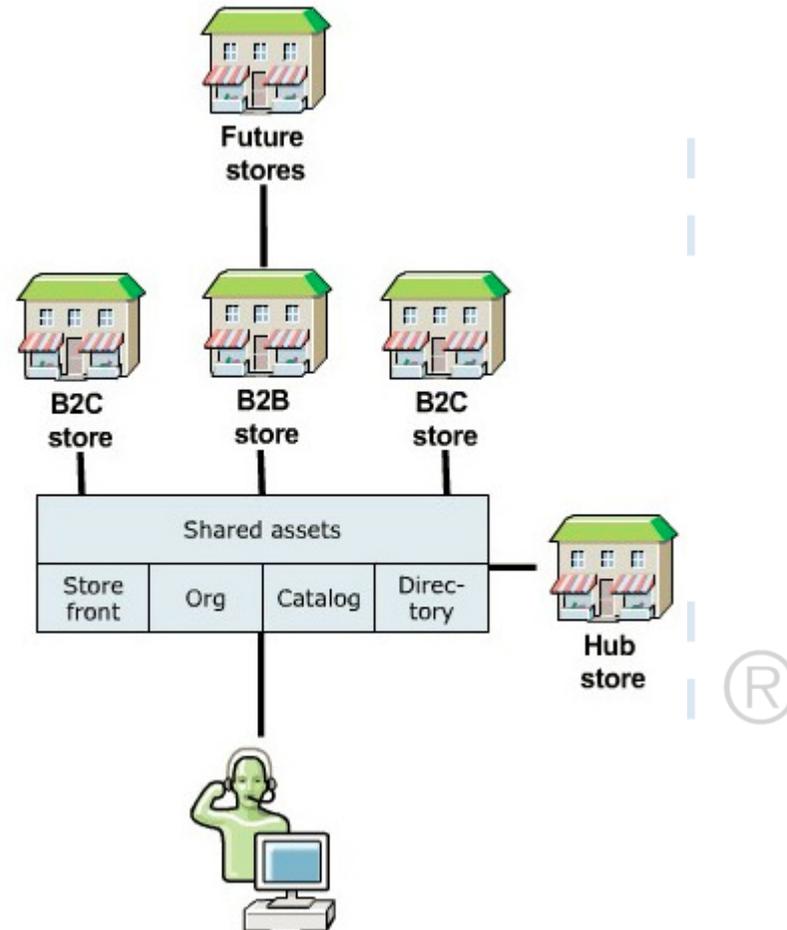
- Transactions typically occur between business parties, such as buyers, suppliers, manufacturers, resellers, distributors, and trading partners



- Provides businesses with additional capabilities to meet the needs of B2B marketplaces
- Indicators:
 - Select directly to businesses
 - Single Brand, Market
 - Advanced Functionality for RFQ, Accounts
 - No multi-channel required
- Industries commonly used in:
 - Manufacturing, Retail, Electronics, Wholesale

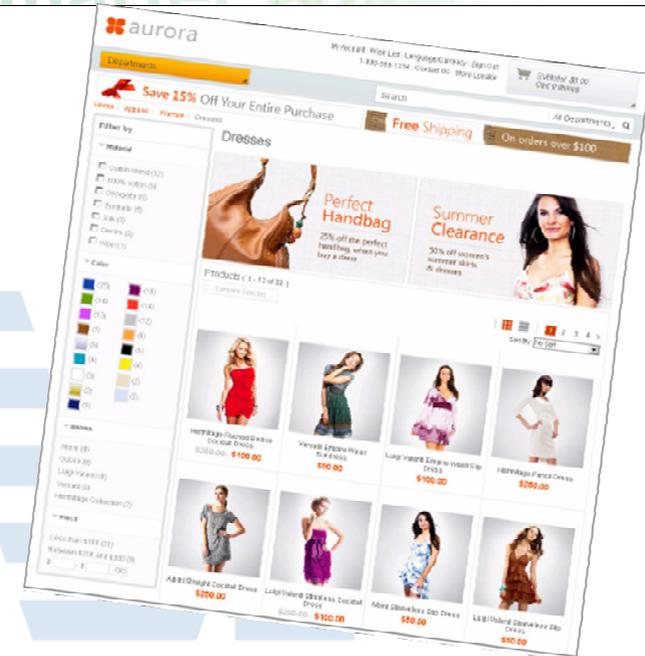
Extended Sites (Esites)

- Multiple stores with asset sharing
- Driven by:
 - Multiple brands
 - Globalization
 - Multiple market segments
- Capabilities offered by eSites include:
 - Data sharing
 - Presentation sharing
 - Ease of management
 - Scalability



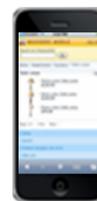
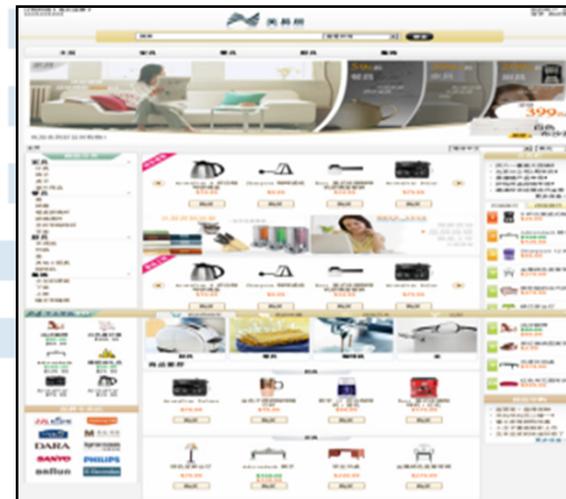
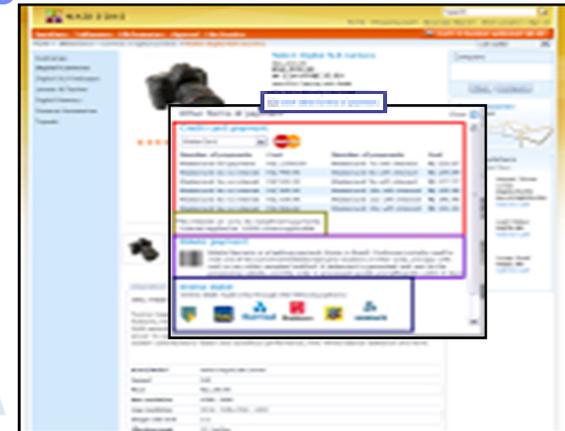
Starter Store: B2C and B2B models

- New B2C store: Aurora storefront
 - Modular page design
 - Page layouts
 - Business user tool support
- B2B Store Models
- Merges both traditional Web 1.0 and 2.0
- Integrated Social Commerce
- New Web 2.0 Widgets
- B2B Operational Support
- Search engine optimization improvements
- Performance Improvements

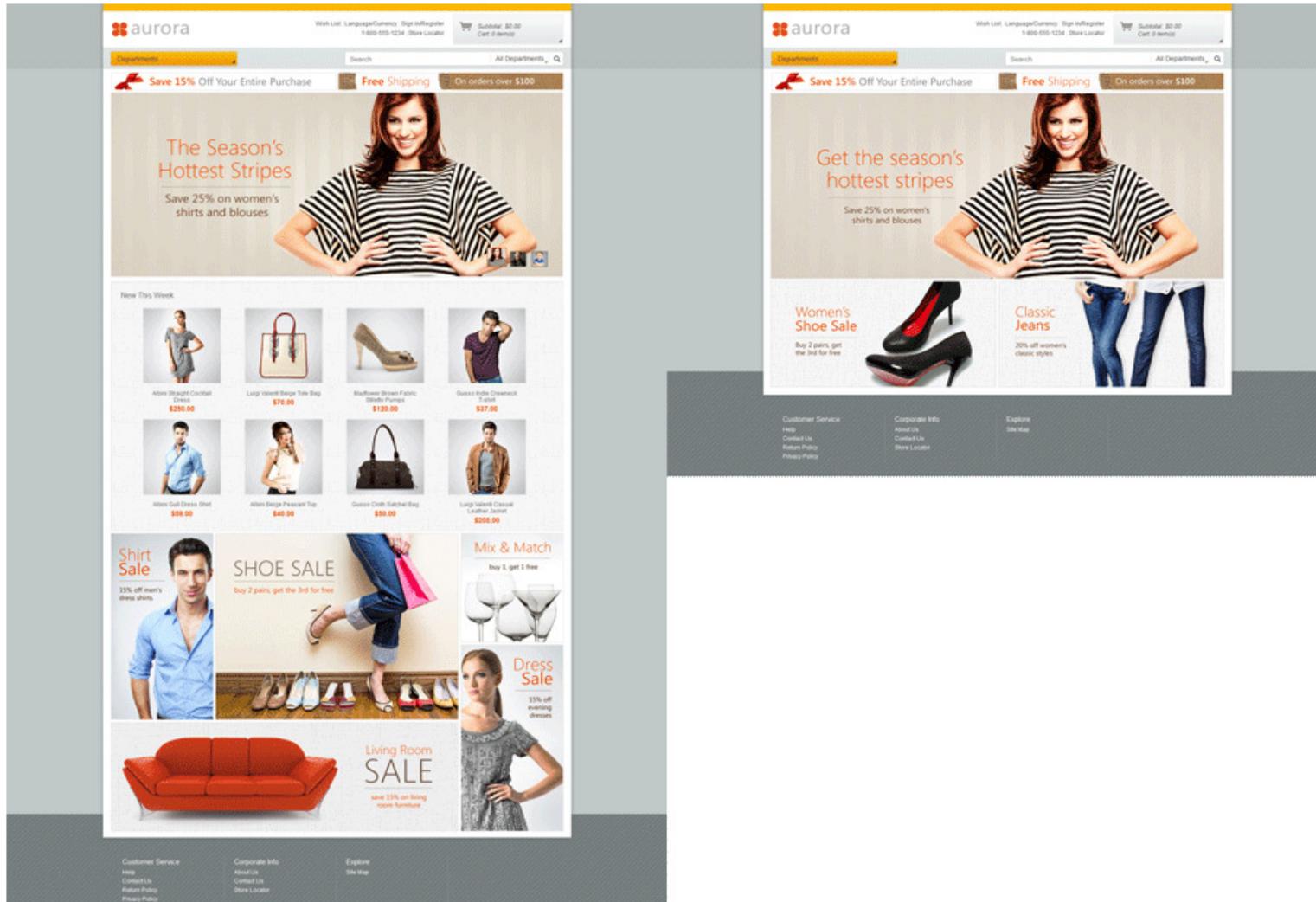


Another Starter Stores: Brazil, China and Mobile

- Emerging Markets
 - Localized store solution for China and Brazil
- Mobile Commerce
 - Support for mobile shopping, marketing messages, order status & list



Aurora



Widget

Items in your cart: Close

	Hermitage Ruched Bodice Cocktail Dress QTY: 1	\$100.00
Save 10% on all orders		(\$10.00)
Subtotal for 1 item(s)		\$90.00
Go to Cart		

MiniShopping Cart

Recommended

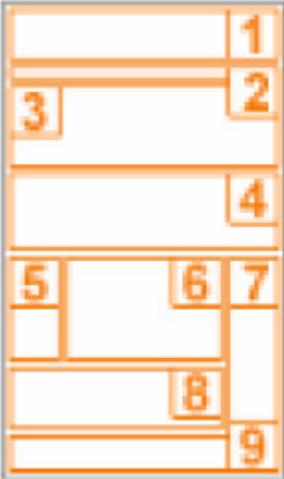
-  **Luigi Valenti Empire
Waist Slip Dress**
\$100.00
-  **Albini Sleeveless Slip
Dress**
\$50.00
-  **Albini Strapless Pencil
Dress**
\$50.00
-  **Gusano Cocktail Sheath
Dress**
\$100.00

ProductRecommendation widget

 **Save 15%** Off Your Entire Purchase

ContentAreaESpot widget

Page Layout



Home Page Layout

1. Header
2. Double E-Marketing Spot for Contents
3. E-Marketing Spot for Contents
4. E-Marketing Spot for Catalog entries
5. E-Marketing Spot for Contents
6. E-Marketing Spot for Contents
7. E-Marketing Spot for Contents
8. E-Marketing Spot for Contents
9. Footer





The screenshot shows the Aurora website interface. At the top left is the Aurora logo. To the right are links for 'Wish List', 'Language/Currency', 'Sign In/Register', '1-800-555-1234', and 'Store Locator'. A shopping cart icon shows a 'Subtotal: \$0.00' and 'Cart: 0 item(s)'. Below the header is a 'Departments' dropdown menu. A search bar contains the text 'coffee'. A dropdown menu is open, showing 'SUGGESTED KEYWORDS' with the following items: 'coffee' (highlighted), 'coffee maker', 'coffee maker makes' (with a 'coffee' button next to it), 'coffee maker style', 'ARTICLES', 'coffee Recipe', 'Enzi EI-03 Tower coffee Maker User Manual', and 'How to Brew coffee Video'. A 'View all results' link is at the bottom of the dropdown. In the background, there is a promotional banner for 'The Season's Hottest Stripes' with a 'Save 25% on women's shirts and blouses' offer. A yellow callout box with the text 'Type ahead search' points to the search bar. A 'Save 15%' banner is also visible on the left side of the banner area.

The screenshot shows the Aurora e-commerce website interface. At the top, the Aurora logo is on the left, and navigation links for 'Wish List', 'Language/Currency', 'Sign In/Register', and '1-800-555-1234 | Store Locator' are on the right. A shopping cart icon shows a subtotal of \$0.00 and 0 items. Below the header is a search bar and a 'Departments' dropdown menu. A promotional banner offers 'Save 15% Off Your Entire Purchase' and 'Free Shipping' on orders over \$100. The main content area is titled 'Dresses' and includes a breadcrumb trail: 'Home | Apparel | Women | Dresses'. A 'Filter by' sidebar on the left allows filtering by price (Less than \$100 (31), Between \$200 and \$300 (8)) and brand (Albini (8), Guccio (8), Luigi Valenti (8), Versatil (8), Hermitage Collection (7)). Two featured promotional banners are visible: 'Summer Clearance' (50% off women's summer skirts & dresses) and 'Perfect Handbag' (25% off the perfect handbag, when you buy a dress). Below these are product listings with a 'Compare Selected' button and a pagination control showing '1 2 3 4 >' and a 'Sort By: No Sort' dropdown. A yellow callout box at the bottom left highlights the filter sidebar with the text 'Facets for easier filtering and navigation!'.



Elite

Saved Orders

Order Number	Order Name	Last Update	Total Price
10509 Details	Current Order	September 1, 2009	\$721.98
10508 Details	EOW 04/09	September 1, 2009	\$431.57

Mini Shop Cart & Checkout

Order: 8 item(s) subtotal: \$721.98

- All season passenger tire \$160.00
- Rebuilt Master Cylinder \$60.00
- Ceramic Brake Pads \$34.00
- Two-metal Master Cylinder \$360.00
- Car shocks \$107.98

[Checkout](#)

Quick Order Entry

SKU	Quantity
1. A0000424	3
2. A0001390	2
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	

[Order](#)

Requisition List

Last Updated	Type	Name	Created By
My req list		Organization1Buyer	September 1, 2009
Common inv replenishment		Organization1Buyer	September 1, 2009

Brazil Starter Store

- Brazil starter store delivers localized shopping experience and payment options

Starter Store

- Localized look and feel
- Support for Brazilian user data (CPF, CEP, CNPJ)

Promotions

- Promotions based on payment method, number of installments, shipping method, credit card brand*
- Featured promotions for individual items
- Ability to exclude selected manufacturers from promotion

Payments

- Modify price based on payment method
- Installment payments*
- Boleto payment
- Internet banking (punch-out payment)

**New feature in Madisons and Elite Starter stores*

MADISONS BRAZIL

12 months interest free + free shipping on select Table Lamps

Save on Table Lamps
\$139.99 or 4x of \$10.99
10% off with MasterCard

Red Leather Roll Arm Chaise
Price: \$749.99
\$649.99
\$454.99
30% off on Furniture or 4x of \$113.75
\$432.24
5% off with Visa
View Forms of Payment
Free Shipping

Promotions based on payment method

Installment-based payment

Boleto Bancário / bank billet

Variety of payment choices

Credit Card

Option	Interest Rate	Amount	Option	Interest Rate	Amount
VISA 1x	0%	\$454.99	VISA 9x	0%	\$50.55
VISA 2x	0%	\$227.50	VISA 10x	0%	\$45.50
VISA 3x	0%	\$151.66	VISA 11x	0%	\$41.36
VISA 4x	0%	\$113.75	VISA 12x	0%	\$37.92

Boleto Bancario
Use the Boleto Bancario payment option to pay for items without a credit card or

Debit Card
The following debit cards are accepted for online payments:

China Starter Store

- Starter store for China (MayUJoy) delivers content-rich home page and localized shopping flow with

Starter Store

- Comprehensive home page
- Product ranking*
- Browsing history*
- Mini shopping bar
- 3-layer category navigation
- Lightbox Gallery
- Drag-able & transparent Quickinfo

Promotions and Payments

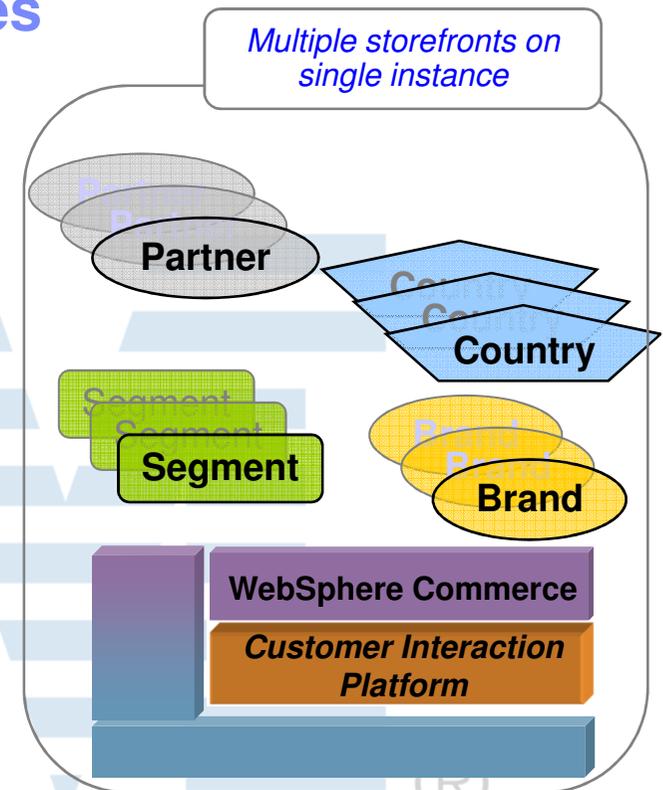
- Digital coupons*
- eSpot-style display
- China style check out flow
- Punchout payment service providers

The screenshot displays the MayUJoy e-commerce website. The interface includes a top navigation bar with the MayUJoy logo and a search bar. Below the navigation bar is a large banner image showing a woman sitting on a sofa. The main content area is divided into several sections: a central product grid, a left sidebar with category navigation, and a right sidebar with promotional content. Annotations with arrows point to specific features: 'Bulletin' points to a text box in the right sidebar; 'Top 10 ranking list' points to a list of products in the right sidebar; 'Browse History' points to a list of products in the left sidebar; and 'Branding Store' points to a list of brand logos at the bottom of the page.

**New feature in Madisons and Elite Starter stores*

Multi-Site Deployment using Extended Sites

- Extended Sites offer powerful capability to rapidly deploy multiple storefronts on a “single” instance for
 - Multiple market segments
 - Multiple brands
 - Multiple partners
 - Multiple regions/countries
- Deliver highly targeted and consistent brand experience sharing assets like catalog and business logic across sites
- Reduce cost by centralizing operations and leveraging tools to customize shopping experience without IT involvement



Segments require customized experience



WebSphere Commerce Mobile Web Smartphones & Tablets – Key Capabilities

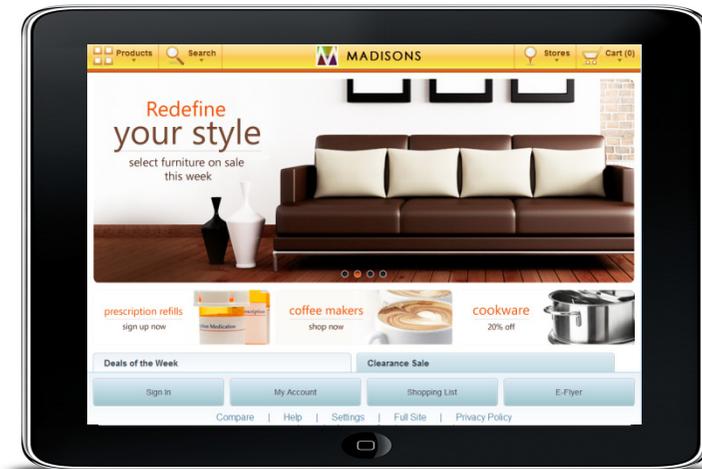
Commerce features:

- ❑ User registration, Login, My Account
- ❑ Product navigation and Search
- ❑ Cross channel inventory and pricing
- ❑ Location based marketing and promotion
- ❑ Buy-Online, Pickup-In-Store or Ship-To
- ❑ Quick checkout profile



Rich User experience with mobile browser

- ❑ Marketing E-spot Carousel
 - *Swipe interaction with Dojo widgets*
- ❑ HTML5 / CSS3 controlled styling
 - *GPS for store locator*
 - *Videos (H.264) for rich content*



WebSphere Commerce Mobile Applications iPhone, iPad, Android – Key Capabilities

- Hybrid reference applications for iPhone, iPad, and Android native applications leveraging REST services extends from existing WC mobile browser solution

Key Features:

- User registration, Login, My Account
- Product navigation and Search
- Cross channel inventory and pricing
- Location based marketing and promotion
- Buy-Online, Pickup-In-Store, Ship-To Address
- Quick checkout profile
- Responsive Layout adjusts number of products based on available resolution and orientation (Portrait vs. Landscape)



Device Integration Features:

- Barcode scan for product or marketing landing page
- Voice search for product information
- Address book integration with Billing & Shipping
- Store locator with local maps



Deep Marketing and Selling Capabilities - IBM WebSphere Commerce

- **Segmentation**

Right messages and offers to the right people at the right time



- **Marketing Experimentation**

Cost-effectively optimize customer experience through A/B testing



- **Rule-based Discounts & Promotions**

Entice buyers to visit the site and buy more



- **Merchandising**

Maximize order size using product assn. to cross-sell, up-sell and bundles



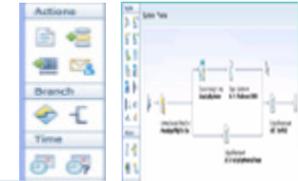
- **Targeted E-Mail Campaigns**

Stay engaged with customers after the sale and throughout the lifecycle



- **Management Center**

Business tools for Dialog Builder, Segmentation & Marketing Spots



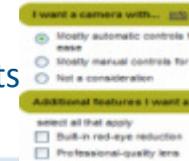
- **Search Engine Optimization (SEO)**

Optimize site to ensure better ranking in search engine results



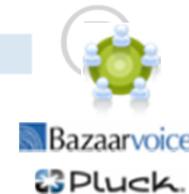
- **Search & Guided Selling**

Help customers find the right products at the right time



- **Social Commerce**

Ratings & Reviews, Blogs, & Forums



- **Precision Marketing***

Automated, one-to-one marketing based on behavior and preference



WebSphere Commerce tools

- Configuration tools:

- Configuration Manager

- Administration tools:

- WebSphere Commerce administration console

- WebSphere Commerce Organization administration console

- IBM Management Center for WebSphere Commerce

- WebSphere Commerce Accelerator

- WebSphere Commerce Workspace administration tool

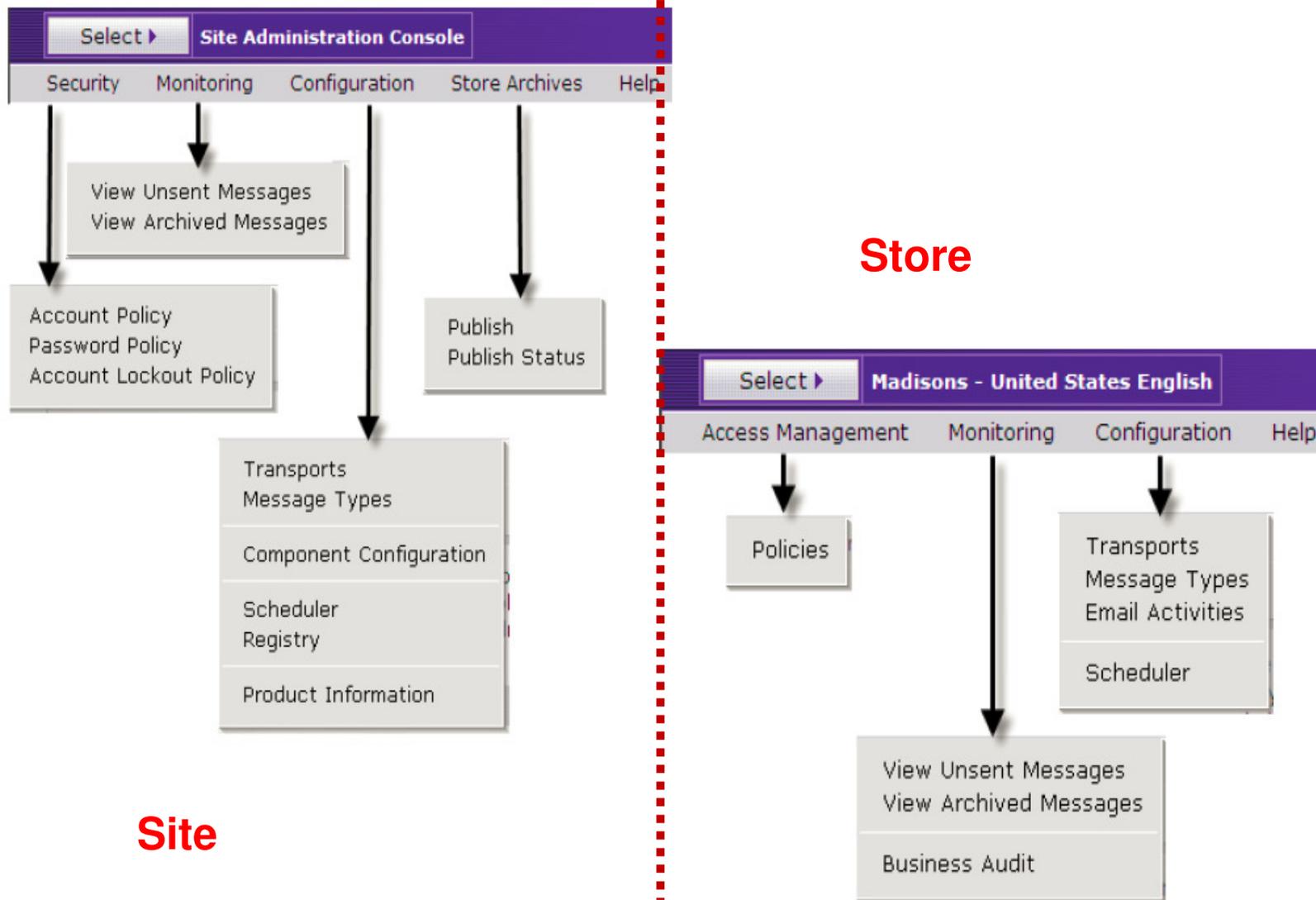


Configuration Manager

The screenshot shows a window titled "Commerce Instance Creation Wizard" with a sidebar on the left containing the following menu items: Instance (selected), Database, Schema, WebSphere, Languages, Web server, and Staging. The main area contains the following fields and options:

- Commerce Instance name: demo
- Merchant Key: [Empty text box]
- Site Admin ID: [Empty text box]
- Site Admin Password: [Empty text box]
- Confirm Site Admin Password: [Empty text box]
- Generate properties file only
- Buttons: Back, Next, Finish, Cancel, Help

WebSphere Commerce Administration Console



<https://<hostname>:8002/adminconsole>

WebSphere Commerce Organization Administration Console



Only Enterprise Edition!!!
In Express and Professional editions, the Organization Administration Console is not provided and the Access Management menu can be found in the administration console

<https://<hostname>:8004/adminconsole>

WebSphere Commerce Accelerator

Select ▾ MadisonsPot fulfillment center - MadisonsPot - United States English

Store Marketing Merchandise Auctions Operations Payments Help

Logout > Home

After your store has been created, use the WebSphere Commerce Accelerator to manage your consumer direct store through a variety of menus. For more information about the WebSphere Commerce Accelerator, roles, and functionality, click [here](#) or the **Help** link at the top of this page.

Store	Marketing
Use this menu to administer your store. Highlights include: <ul style="list-style-type: none">◆ Open and close the store◆ Change the store's look and feel◆ Maintain tax, shipping and fulfillment center settings	Use this menu to target your customers. Highlights include: <ul style="list-style-type: none">◆ Manage customer segments◆ Work with campaigns, e-Marketing Spots, promotions, content and experiments
Merchandise	Auctions
Use this menu to manage your merchandise. Highlights include: <ul style="list-style-type: none">◆ Maintain catalog, inventory, and vendor information◆ Offer merchandise through auctions, up-sells or cross-sells, discounts, or Product Advisor	Use this menu to maintain auctions for your store. Highlights include: <ul style="list-style-type: none">◆ Administer auctions for customers◆ Manage auction styles and bid rules
Operations	Payments
Use this menu to provide the best customer service. Highlights include: <ul style="list-style-type: none">◆ Maintain customer registration information◆ Manage the end-to-end order process◆ Monitor order management, operational, and customer service reports to track store sales	Use this menu to manage payments for your store. Highlights include: <ul style="list-style-type: none">◆ Listing all outstanding payment transactions

https://<hostname>:8000/accelerator

IBM Management Center for WebSphere Commerce

The screenshot displays the IBM Management Center for WebSphere Commerce interface. On the left, a login dialog box is visible with the following fields and options:

- User name: [Text Input Field]
- Password: [Text Input Field]
- Change password
- Log On button

The main interface shows the 'Management Center' header with 'Welcome siteadmin' and 'Log Out' options. The 'Catalogs' tab is active, displaying a menu with 'File', 'Edit', 'View', and 'Help'. The toolbar includes icons for navigation, search, and management. The main content area is divided into two panes:

- Left Pane:** 'Master Catalog Categories' dropdown menu, and a list of items: 'Search Results', 'Active Work', 'Unassigned Catalog Entries', and 'MadisonsPot'.
- Right Pane:** 'Catalogs' section with a list of instructions:
 - To create a new catalog object, click the black arrow beside the **Create New** icon on the toolbar; then click the type of object.
 - To work with an existing catalog object, in the explorer view to the left, navigate to the object.
 - To search for a catalog object:
 - In the find area at the top right, type a keyword in the search field. Use the asterisk (*) as a wildcard.
 - To select what you want to search for, click the black arrow beside the search icon.
 - Click the search icon.

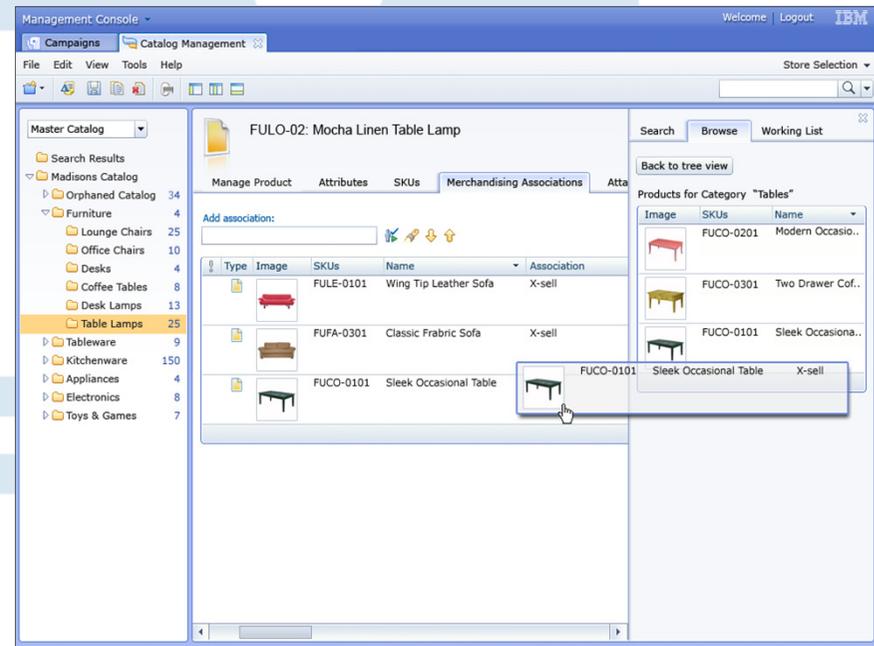
A 'More details...' link is located at the bottom of the right pane.

https://<hostname>:8000/lobtools

Management Center Business User Tooling

IBM WebSphere Commerce has incorporated leading-edge thinking based on Web 2.0 in its new business tools

- Efficient and productive
 - Designed for business user
 - Multi-tasking
 - Left tree navigation
- Multi-Pane UI
 - Search, browse, clipboard capabilities
- User Interface
 - Based on latest Web 2.0 technology
 - Configurable by business users
- Behavioral Marketing
 - Allows targeted marketing triggered by customer's behavior
- SKU-based catalog



Management Center Capabilities

Management Center **empowers** business users and increases their productivity & effectiveness

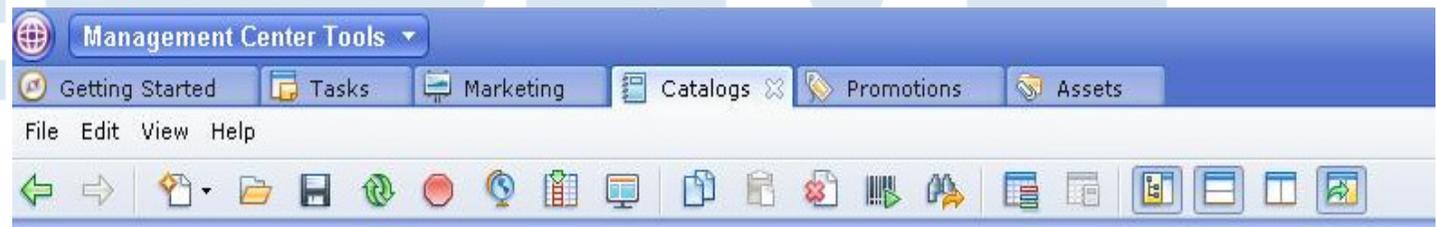
- Marketing & merchandising support
- Marketing experimentation
- Tooling support for Workspaces
- Asset (attachment) management
- Multi-language support
- Tooling localization preferences
- Enhanced promotion management
- Store preview

The screenshot displays the IBM Management Center for WebSphere Commerce interface within a Windows Internet Explorer browser window. The title bar reads "IBM® Management Center for WebSphere® Commerce - Windows Internet Explorer". The interface includes a navigation menu with options like "Tasks", "Catalogs", "Marketing", "Promotions", and "Assets". The main content area is titled "Activities - List" and contains a table with columns for Type, Status, Store, Name, and Description. The table lists various activities such as "Accessories category recommendations", "Category page featured products", and "Home page category recommendations". A right-hand sidebar shows "E-Marketing Spots" with a search for "Home*" and a list of 7 objects.

Type	Status	Store	Name	Description
Activity	Failed	MadisonsStorefront AssetStore	Accessories category recommendations	Recommend categories to a customer that satisfies the chosen target conditions.
Activity	Success	MadisonsStorefront AssetStore	Category page featured products	Recommend a product to a customer that satisfies the chosen target conditions.
Activity	Success	MadisonsStorefront AssetStore	Category page recommended products	Recommend a product to a customer that satisfies the chosen target conditions.
Activity	Success	MadisonsStorefront AssetStore	Cordless category recommendations	Recommend categories to a customer that satisfies the chosen target conditions.
Activity	Success	MadisonsStorefront AssetStore	Customer support feature advertisement	Apparel advertisements
Activity	Failed	MadisonsStorefront AssetStore	Home page category recommendations	Recommend categories to a customer that satisfies the chosen target conditions.
Activity	Failed	MadisonsStorefront AssetStore	Home page elite featured products	Recommend a product to a customer that satisfies the chosen target conditions.
Activity	Failed	MadisonsStorefront AssetStore	Home page main advertisement	Rotating flash advertisement to several featured categories and products

Management Center Capabilities

- Five business tools
 - Catalogs Management
 - Precision Marketing
 - Promotions
 - Assets Management
 - Tasks - Workspaces
- Support



Common Capabilities Across Management Center Tools

Efficiency

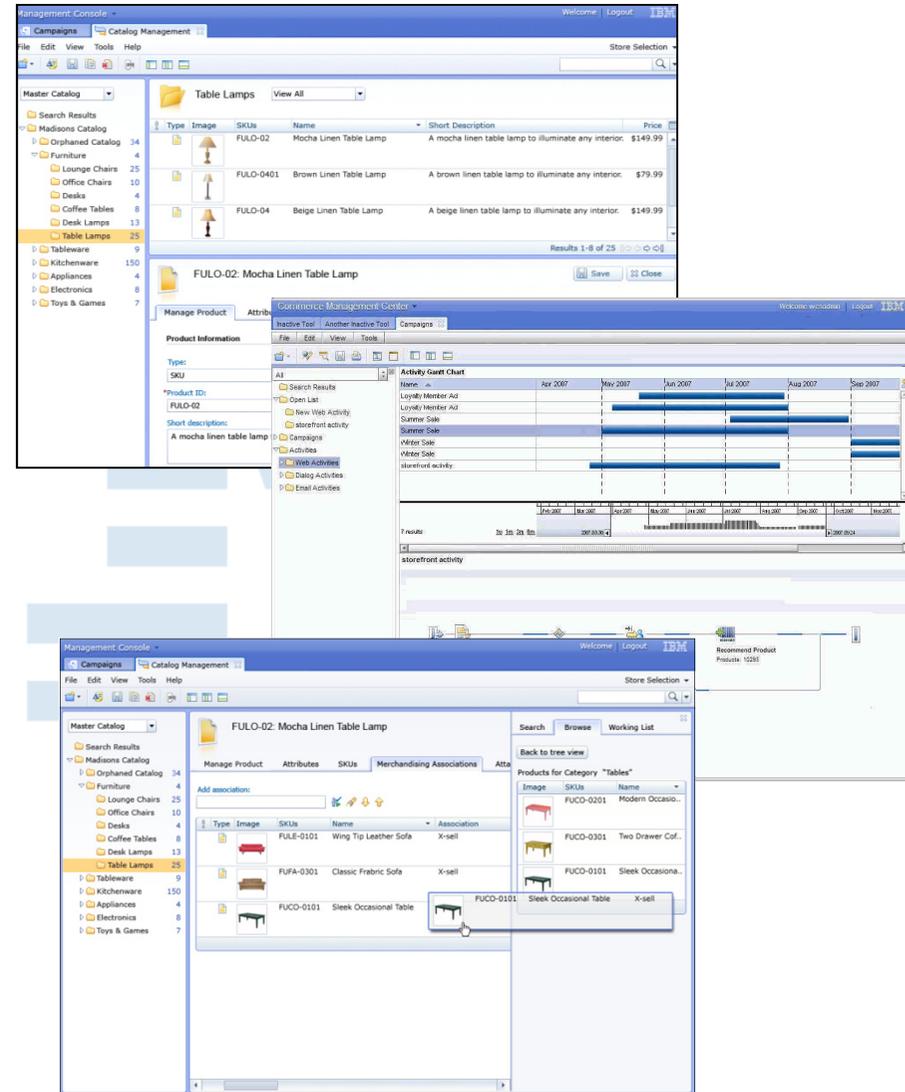
- Search function within Catalog, Marketing Campaigns, and Promotions
- Sort lists by content on any column in ascending or descending order
- Left tree navigation with multiple pane views
- Rich text editor
- Clipboard

Ease of Use

- Drag-and-drop
- Right-click capability
- Pop-up date selection widgets

Flexibility

- Configurable UI by business user
- Configurable table view: Resize, change column order, and hide / add columns
- Flexible data updates: in-place, or using editor

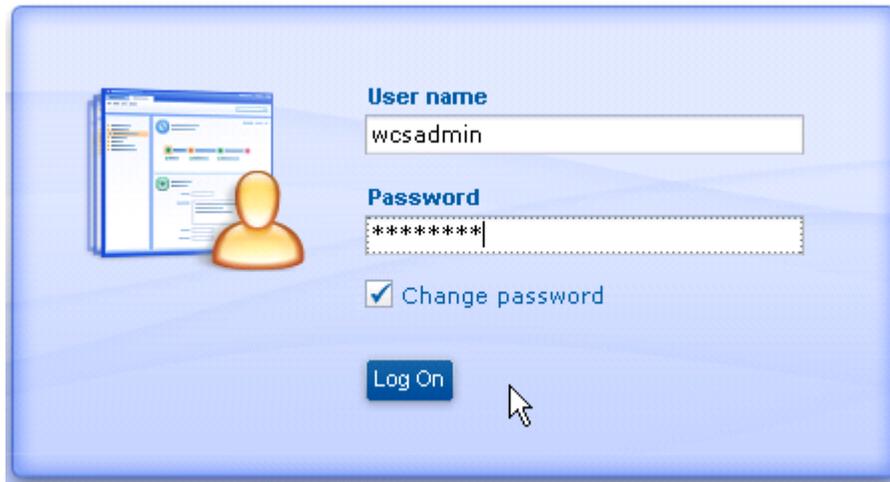


New Feature: Management Center

The screenshot displays the Management Center interface with several key components highlighted:

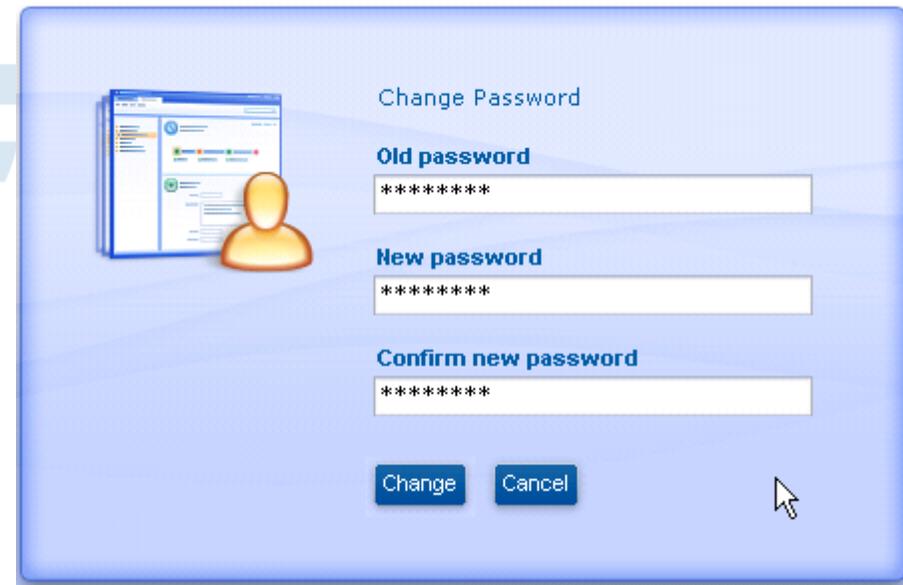
- Menu bar:** Located at the top left, containing options like 'Getting Started', 'Tasks', 'Marketing', 'Catalogs', 'Promotions', and 'Assets'.
- Tool Tab:** A tab labeled 'Tool Tab' is positioned above the main content area.
- Toolbar:** A horizontal toolbar with various icons for file operations and editing is located below the menu bar.
- Store List:** A dropdown menu labeled 'Store List' is located in the top right corner.
- Search Box:** A search input field labeled 'Search Box' is located on the far right.
- List View:** The main central area displays a 'Catalog Entries List' table with columns for Sequence, Type, Code, Name, Thumbnail, Display to Customers, Buyable, Manufacturer Part Number, and Manufacturer Name. The table contains several rows of product data, including 'Eagle jeans', 'Woven pull on pants', 'Cargo pants', and 'Cardany pants'.
- Properties View:** Below the list view, a 'Properties View' section is shown, containing fields for 'Code', 'Name (United States English)', 'Short description (United States English)', 'Long description (United States English)', and 'Keyword (United States English)'. A rich text editor toolbar is visible above the long description field.
- Utilities Pane:** A vertical pane on the right side labeled 'Utilities Pane' contains options for 'Find', 'Browse', and 'Clipboard', along with a search filter set to 'All Catalog Entries including SKUs'.

New Feature: Change password support



The login form is displayed on a blue background with a user icon and a computer monitor icon. It contains the following elements:

- User name:** A text input field containing the text "wcsadmin".
- Password:** A password input field containing seven asterisks "*****".
- Change password**
- Log On:** A blue button with a mouse cursor pointing to it.



The "Change Password" dialog box is displayed on a blue background with a user icon and a computer monitor icon. It contains the following elements:

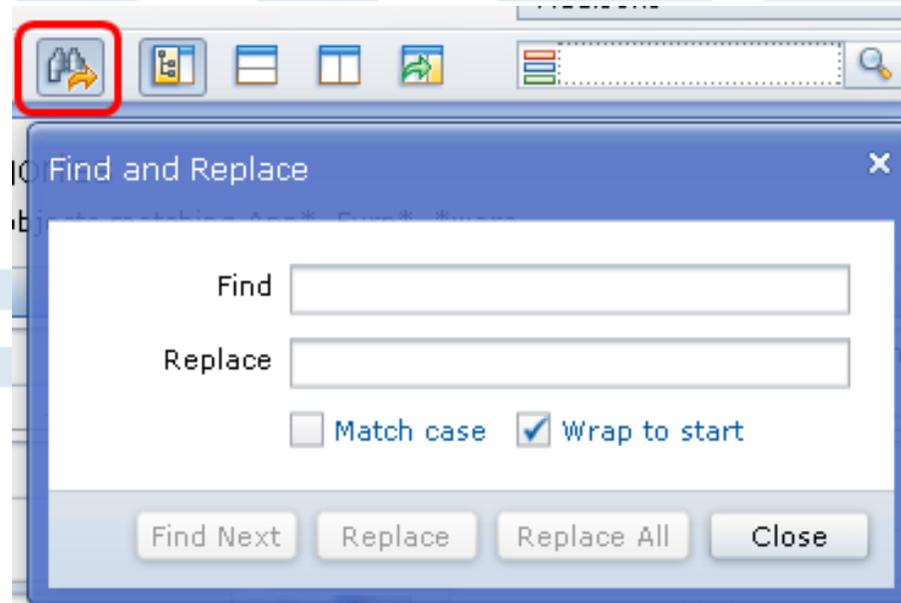
- Change Password:** The title of the dialog box.
- Old password:** A password input field containing seven asterisks "*****".
- New password:** A password input field containing seven asterisks "*****".
- Confirm new password:** A password input field containing seven asterisks "*****".
- Change:** A blue button.
- Cancel:** A blue button.
- A mouse cursor is pointing to the bottom right corner of the dialog box.

New Feature: Search and Replace

- Support wildcard search



- Find and replace



New Feature: Enhanced rich text editor with spell checker, rich text & HTML views

General Product Information

*Code  MW-0018

Name (United States English) Denim jumper for girls

Short description (United States English) Our sweet denim jumper

Check Spelling
 Undo
 Redo

Long description (United States English)

Our sweet denim jumper will have her hopping, skipping and jumping. Design features front pockets so she can collect fall flowers along the way.

Rich text editor toolbar: **B I U T** (text color), (background color), (bulleted list), (numbered list), (link), (unlink), (undo), (redo), (check spelling), (abc), (HTML icon)

Display HTML

Long description (United States English)

`Our sweet denim jumper` will have her hopping, skipping and jumping. Design features front pockets so she can collect fall flowers

Rich text editor toolbar: **B I U T** (text color), (background color), (bulleted list), (numbered list), (link), (unlink), (undo), (redo), (check spelling), (abc), (HTML icon)

Display rich text

New Feature: Time zone support

Preferences

Store Name ⓘ

Language ⓘ
United States English

Number format ⓘ
1,234,567.89

Date format ⓘ
YYYY/MM/DD

Time format ⓘ
12-hour clock

Time zone ⓘ
Central Time

Start week with this day ⓘ
Sunday

Enable detailed tooltips ⓘ

OK Cancel

General Properties Related Activities

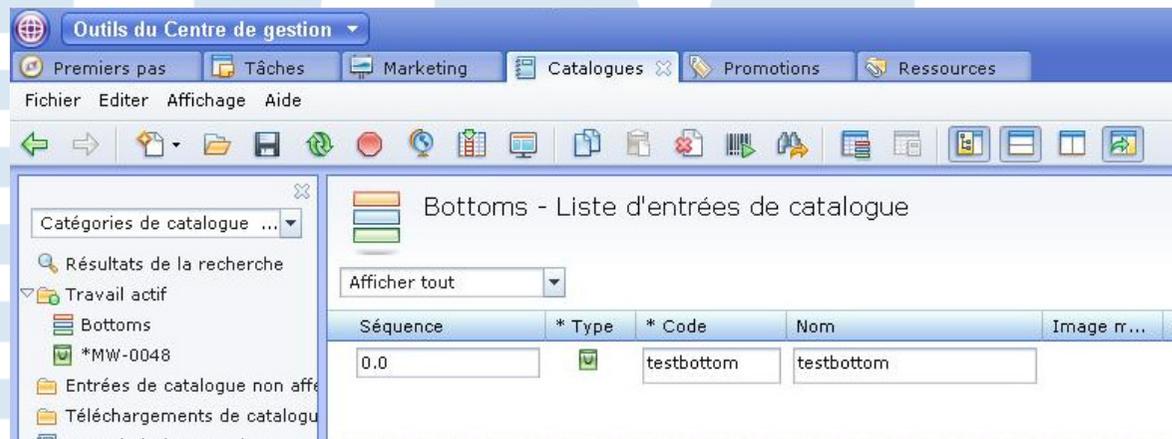
Priority ⓘ 1

Start date 2007/10/01 04:00 PM Central Time

End date 9999/12/31 11:59 PM Central Time

Repeatable ⓘ

New Feature: Management Center Personalization



New Feature: Working with the clipboard

Sequence	* Type	* Code	Name
50.0	<input checked="" type="checkbox"/>	MW-0018	Denim jumper
51.0	<input type="checkbox"/>	21	Garden denim
52.0	<input type="checkbox"/>	27	Pretty in pink

- Open
- Copy
- Copy to Clipboard**
- Paste
- Delete
- Edit Column
- Select All
- Deselect All
- Settings...
- About Adobe Flash Player 10...

Copy one or more items to the clipboard

Find Browse Clipboard

Clear

Select or deselect all objects in the clipboard

Type	Name
<input checked="" type="checkbox"/>	MW-0018
<input checked="" type="checkbox"/>	MW-0019
<input checked="" type="checkbox"/>	MW-0027
<input checked="" type="checkbox"/>	MW-0021

- Open
- Copy
- Paste
- Clear
- Select All**
- Deselect All

Store Preview

- Business users can easily preview store changes made, or impact of new promotion or marketing campaign *before* committing changes to production



- e-Spots are highlighted for easy identification

- Easily test impact of e-Spots and promotions

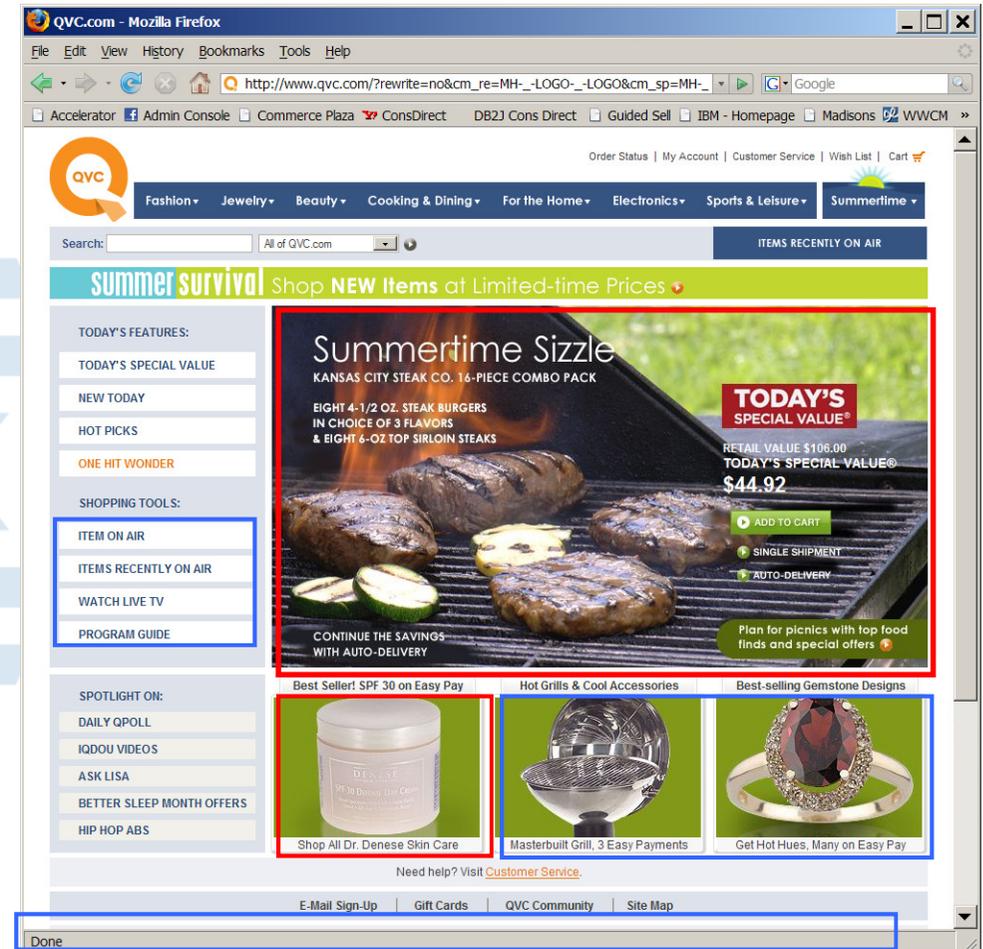
The screenshot shows a preview of the Madisons e-commerce website. At the top, there's a navigation bar with 'Home | Shopping Cart | Advanced Search | Store Locator | Event Calendar | Gift Registry | Sign In'. Below that is a category menu: 'Washing Machine Furniture Tableware Kitchenware Apparel Windows & Doors'. A search bar and a cart icon showing '0 item(s) subtotal: \$0.00' are also visible. The main content area is divided into several sections: a 'Turn on the Savings' banner for February, a 'Spring Savings' banner, an 'E-mail Newsletter' subscription box, and a 'Free Shipping' banner. A sidebar on the left lists various product categories like 'Washing Machine', 'Furniture', 'Tableware', 'Kitchenware', and 'Apparel'. The interface is designed to allow users to preview store changes and promotions before they go live.

E-Spots

E-Spots

Empower business users to define and manage product information, attributes, prices and associations

- Real time content updates
- Dynamic Product changes to reflect what's being shown on TV
- Personalize Flash, Videos, Text, HTML via email
- Campaigns allow for dynamic targeting and personalizing in e-Spots
- Spots can contain images, flash, text or dynamic product recommendations
- Business users specify action for clicks
 - One hit wonder, Items recently on air, hot picks, etc.

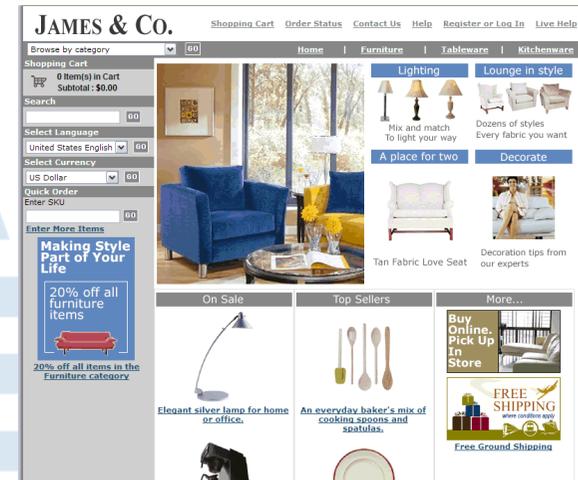


WebSphere Commerce: Catalog Management



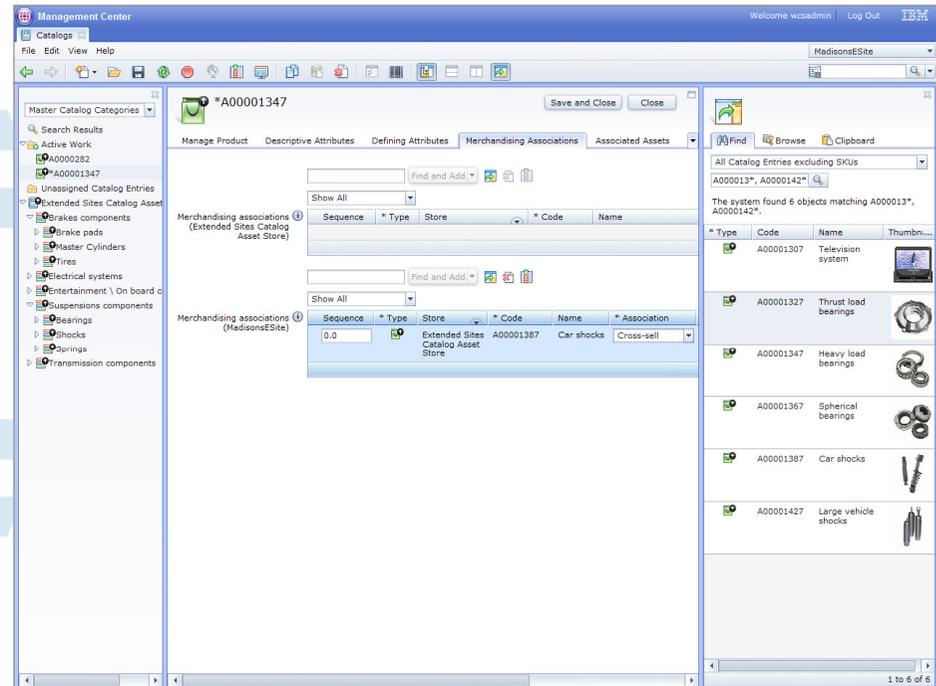
Efficient Catalog Management

- Merchandisers seek to manage products in the most efficient manner possible while maximizing profitability
 - Minimum number of steps complete tasks
 - Maximum exposure of their product on the site
 - Minimum repetition managing kits or collections
 - Efficient page usage with minimum page to page navigation
 - Effective creation of product descriptions
 - Minimize reliance on IT
- A single, rigid catalog structure cannot serve diverse users effectively



Catalog Management – Overview

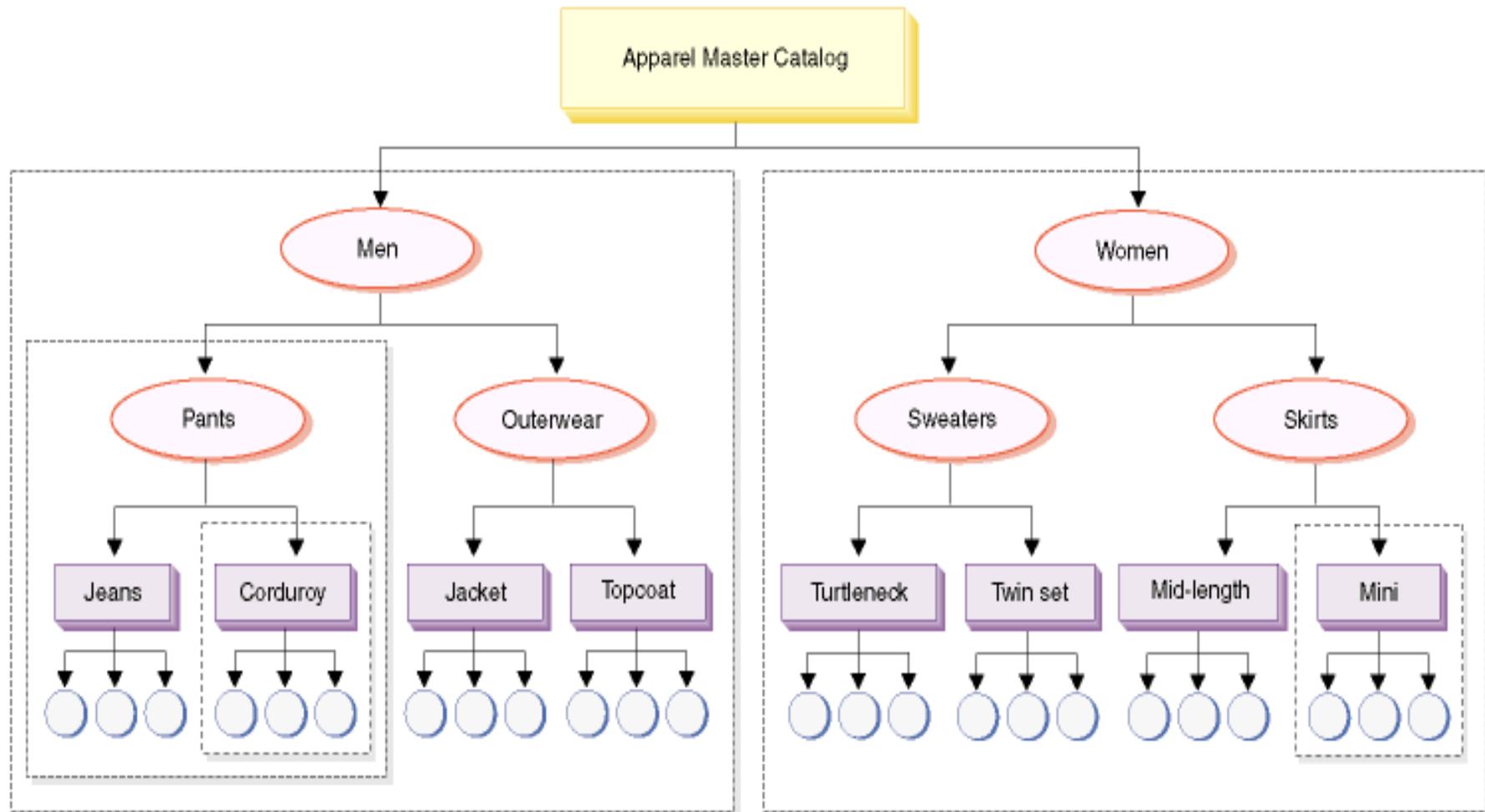
- Manage master categories
- Manage products, bundles, kits and SKUs
- Manage merchandising associations for a catalog entry
- Manage content of a bundle or kit
- Manage sales catalogs
- Manage sales categories
- Assign catalog entries to sales categories
- All these functions are also available in extended sites model



Catalog Concepts

- Catalogs
 - Master catalog - for product management
 - Sales catalogs - for customer views
- Catalog groups (categories)
- Catalog entries
 - Products and items
 - Bundles
 - Kits
- Merchandising associations (up-sells, cross-sells, accessories, replacements)
- Catalog filters - for partitioning based on contracts

Master Catalog

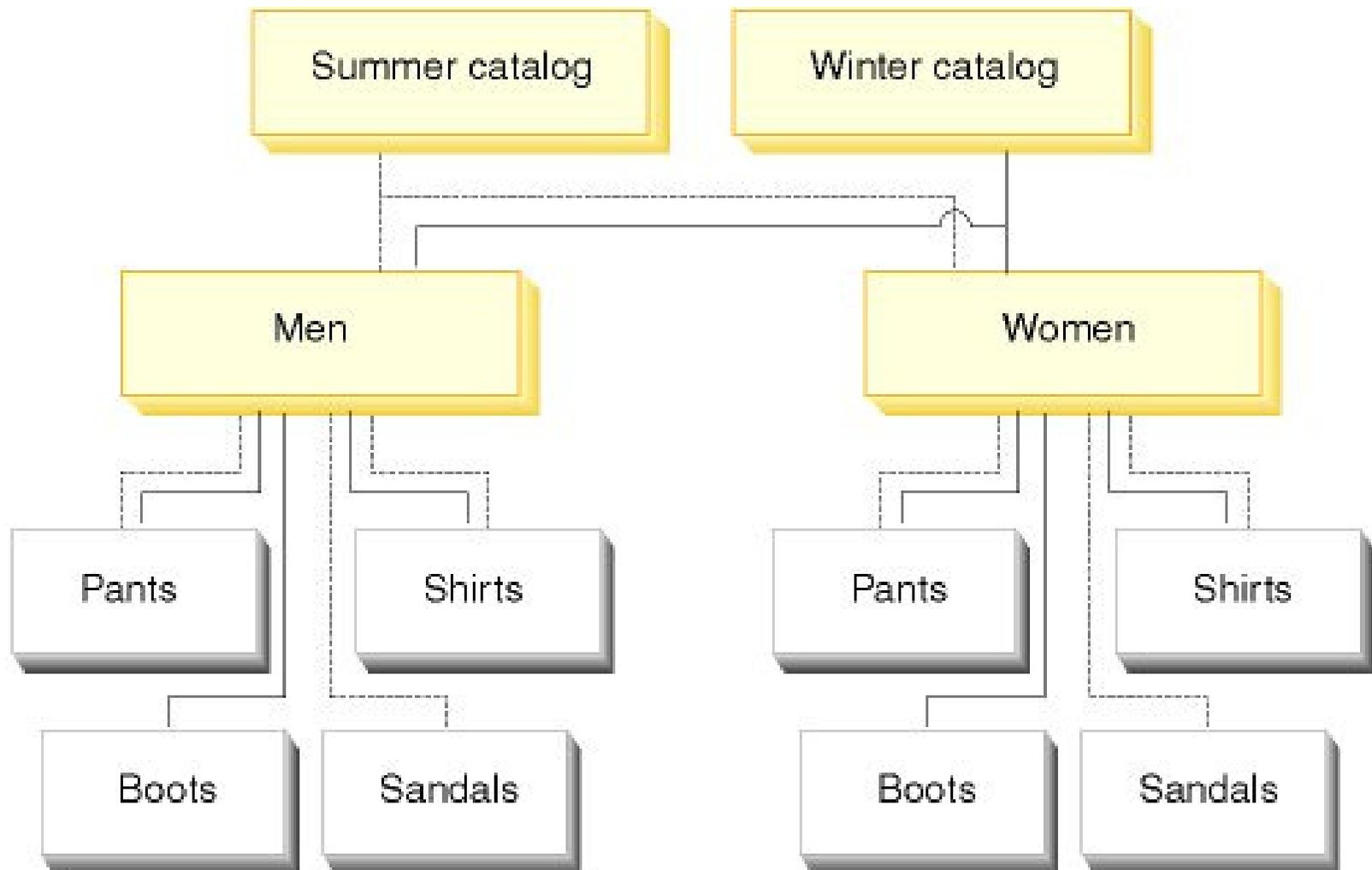


Master Catalog Restrictions

- Every store in the WebSphere Commerce system must have a master catalog. You can share the master catalog across stores and define as many stores as needed.
- You must associate a single master catalog to each store in the WebSphere Commerce system.
- The master catalog must be a proper tree, which means that there are no cycles.
- A product cannot belong to more than one category. To place a product in more than one category, use a sales catalog.



Sales Catalogs



Products and Items

- An **item** (or SKU) has:
 - A specific name
 - A part number
 - A price
- Items do not need to be associated with products

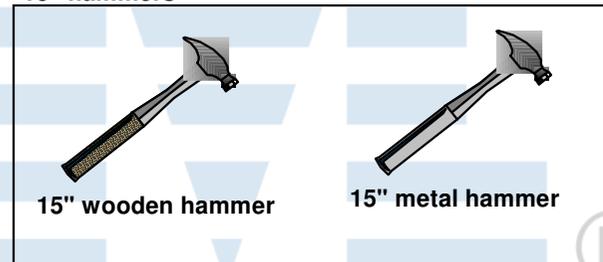


15" wooden hammer

For example, a 15-inch framer's hammer with a wooden handle (part number 15) is an item

- A **product** is a group of items that exhibit the same attributes
- Items related to a particular product exhibit the same set of attributes and are distinguished by their attribute values

15" hammers

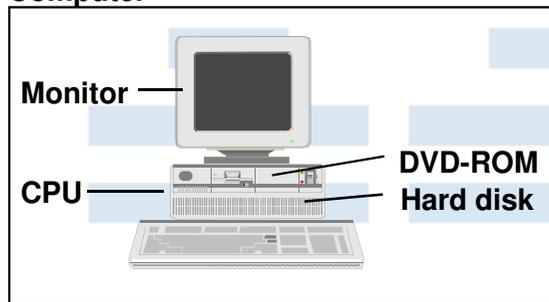


For example, a framer's hammer which is available in multiple sizes and with a choice of handles is a product

Bundles and Kits

- Bundles and Kits are groupings of catalog entries used for promotional purposes. The catalog entries are grouped in such a way to attract customers.
- Bundles
 - ▶ A collection of catalog entries to allow customers to buy multiple items with one click
 - ▶ Is decomposed and the individual items are added to a shopping cart where the shopper can modify or remove them individually
 - ▶ The bundle's price is the aggregate of the prices of all the bundle items
- Kits (also known as Packages)
 - ▶ A collection of catalog entries to allow customers to buy multiple items with one click
 - ▶ Has its own price and is an actual orderable SKU that can be added to a shopping cart
 - ▶ You cannot decompose or modify a package either during navigation or after the package has been placed in the shopping cart

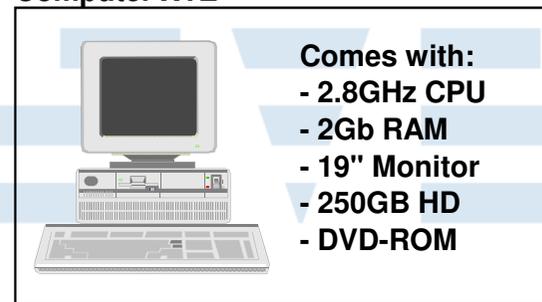
Computer



Shopping cart

CPU (Core 2 duo 2.8GHz).....	£ 150
Motherboard	£ 90
Tower Case(w/power).....	£ 60
2GB RAM.....	£ 50
Monitor (19" flatscreen.....	£ 170
Hard Drive (250GB).....	£ 100
DVD-ROM	£ 50
Total.....	£670

Computer XYZ



Shopping cart

Computer XYZ.....	£400
Total....	£400

Merchandising Associations

- Merchandising associations are static relationships between two catalog entries or two catalog groups
 - Can be used instead of marketing campaign initiatives to represent fixed relationships
- Types of association:
 - Cross-sell
 - Up-sell
 - Accessory
 - Replacement



Extended Sites Lab
Catalog Management Lab

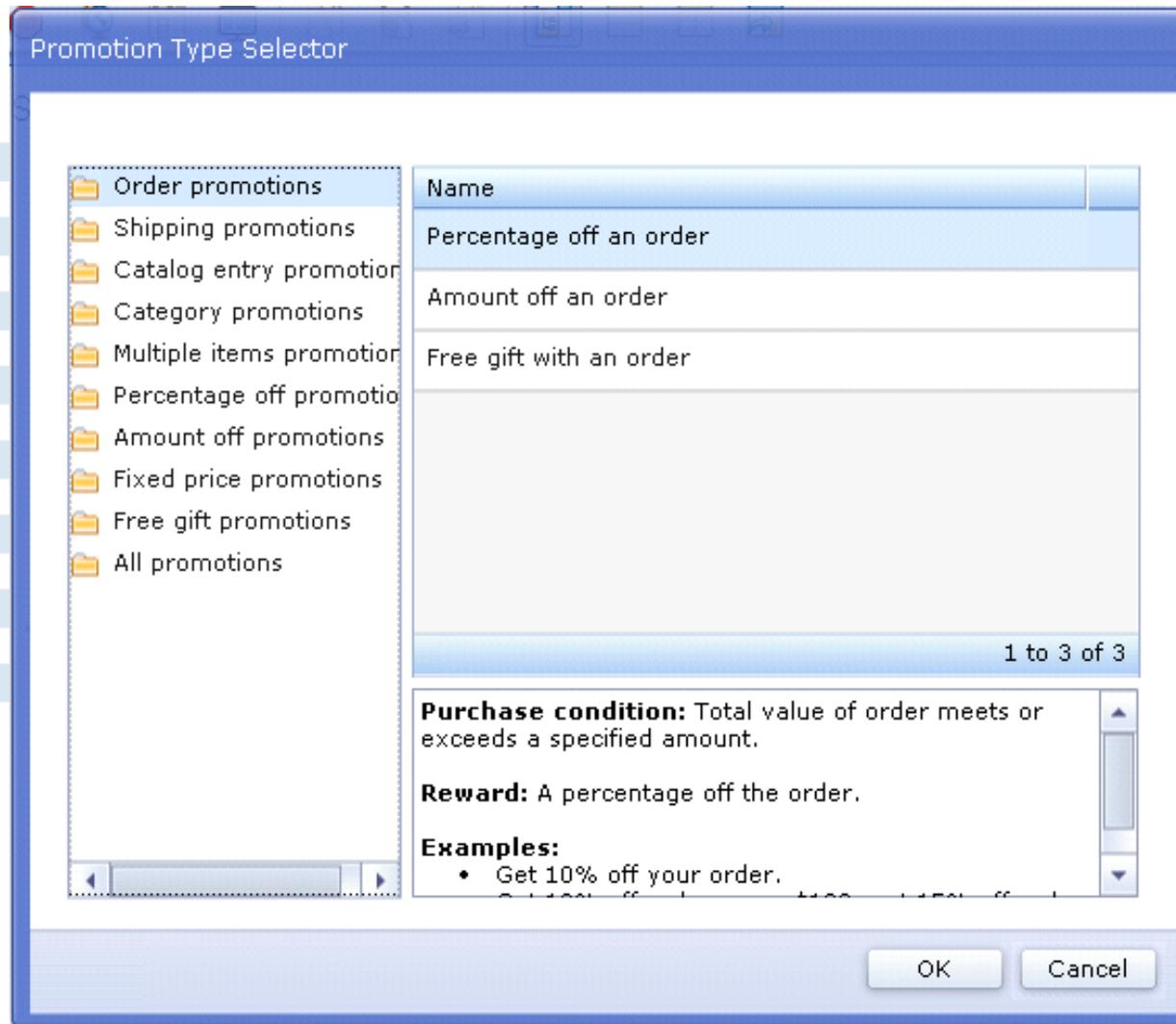


Promotion tool

- Browsing promotions
 - Promotion list
 - Promotion calendar
- Creating and editing promotions
 - Creating a new promotion from an existing one
- Activating or deactivating a promotion
- Delete promotions
- Search promotions

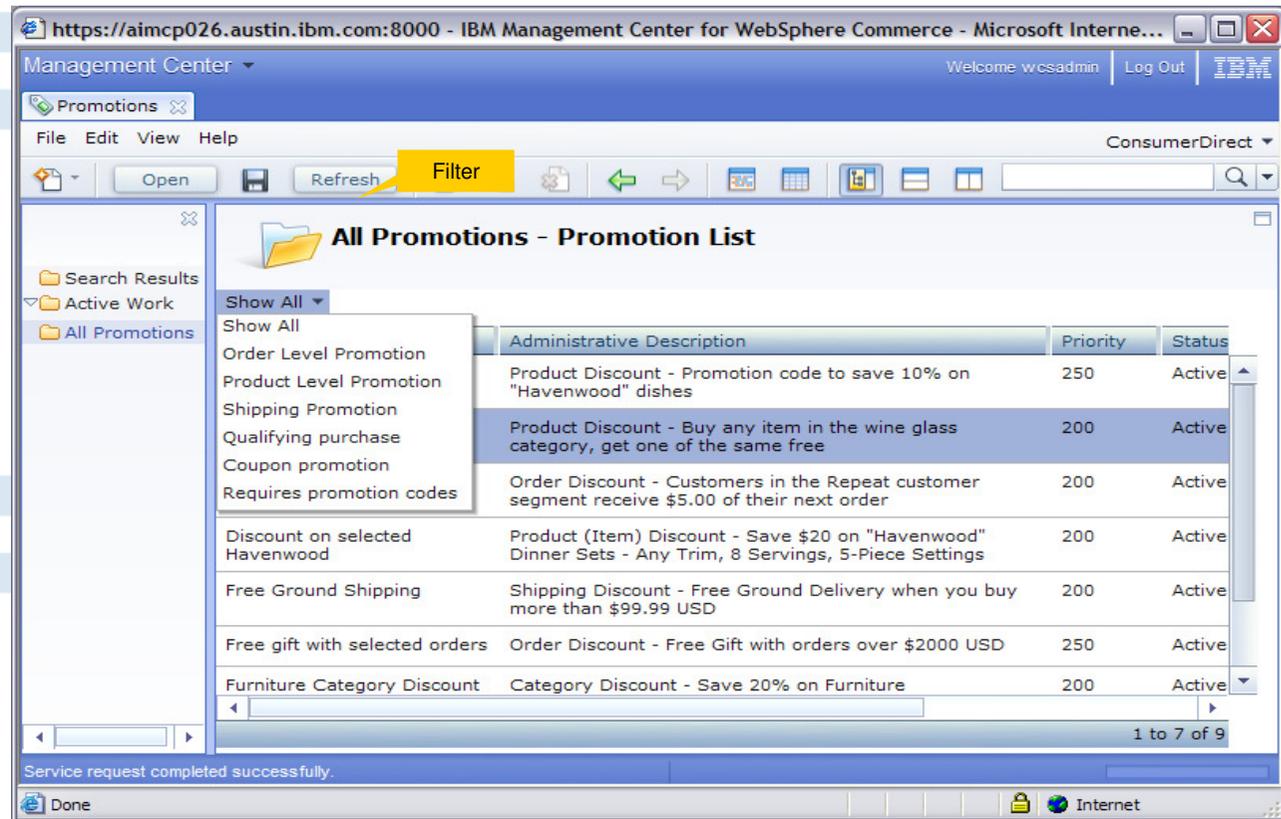


Template



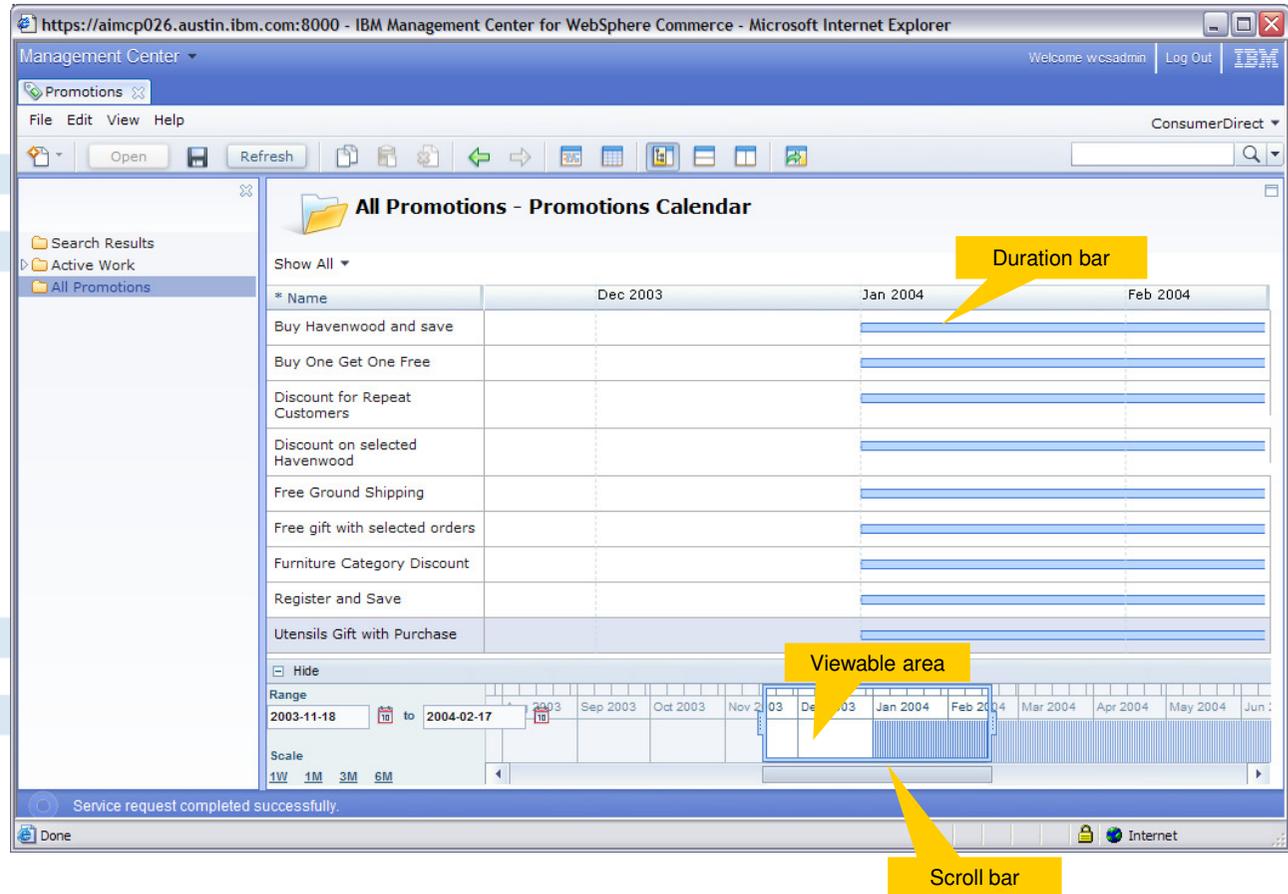
Promotion List

- Two ways to display the promotions:
 - Promotion list
 - Promotions Calendar
- Seven filters are provided:
 - Show All
 - Order Level Promotion
 - Product Level Promotion
 - Shipping Promotion
 - Qualifying Purchase
 - Coupon Promotion
 - Requires Promotion Codes
- Use Context menu to Open, Copy, Paste, Delete Activate, Deactivate.
- The columns in the table are also sort able, resizable.



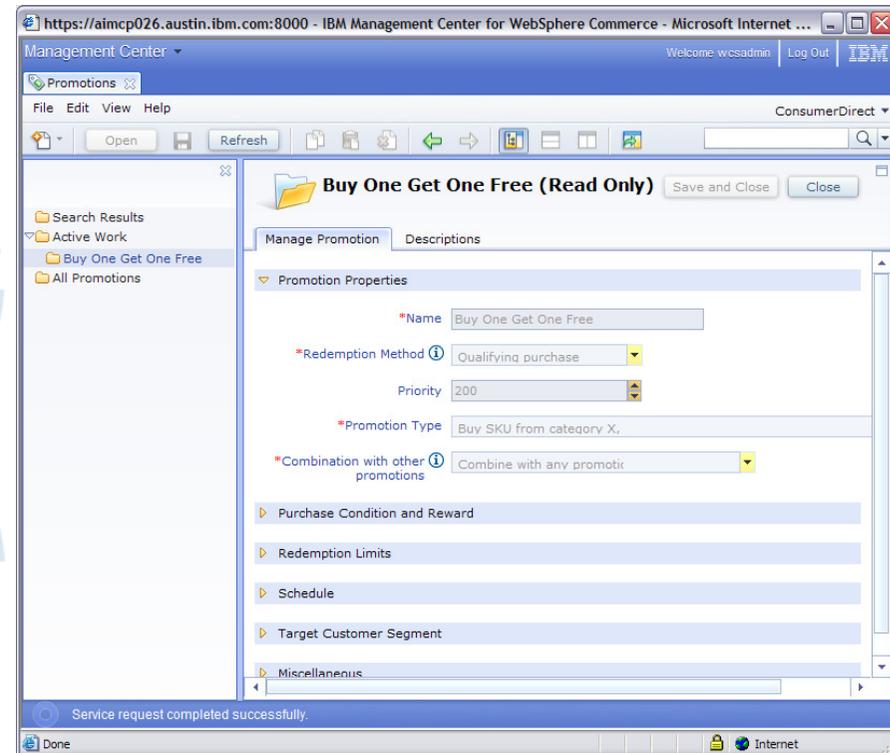
Promotion Calendar

- Promotion Calendar allows users visualize and analyze promotion data.
- To launch the calendar, In navigation pane, right click **All Promotion** folder, then select Promotion Calendar
- Each promotion has a **duration bar** showing this activity duration
- **Viewable area** can be changed by modifying the data in the Range fields, dragging the edge of the viewable area, or dragging the scroll bar.
- The right click context menu is supported.



Promotion property pane

- Promotion property pane is the place to view, update existing promotion's properties and create a new promotion.
- Active promotion's properties are read only



Promotion property pane (cont.)

- Promotion property pane contains two tabs:
 - Manage Promotion
 - Descriptions
- Properties in Manage Promotion tab page are divided into 6 sections:
 - Promotion properties
 - Purchase Condition and Reward
 - Redemption Limits
 - Schedule
 - Target Customer Segment
 - Miscellaneous
- Properties under “Promotion Properties” section are required.

[!]New Promotion

Save and Close Close

Manage Promotion Descriptions

▼ Promotion Properties

*Name

*Redemption Method ⓘ Qualifying purchase ▼

Priority 0 ▲▼

*Promotion Type

*Combination with other ⓘ promotions Combine with any promotion ▼

▶ Purchase Condition and Reward

▶ Redemption Limits

▶ Schedule

▶ Target Customer Segment

▶ Miscellaneous

Promotion property pane(cont.)

- Promotion Properties

- Redemption Method:

- Qualifying Purchase
 - Require promotion codes

- Multiple codes allowed.

- Not support Space in code

- Code must unique

- Coupon promotion

- Priority value:

- Allow use to select a number from 0 to 300. the higher the number, the higher priority

- Promotion types

- 7 new promotions added

Promotion Properties

*Name

*Redemption Method

Priority

*Promotion Type

*Combination with other promotions

*Promotion Codes

Promotion Code
promotion-TV
promotion-newspaper

1 to 2 of 2

Purchase Condition and Reward

Promotion property pane (cont.)

- Purchase condition and reward
 - Properties under this section are dynamically built based on the promotion type selected.
 - Most time you will need use Utilities pane to input the data here.
 - For particular product level promotion, exclusion is supported

*Promotion Type Fixed amount off on order

*Combination with other promotions Combine with any promotion

▼ Purchase Condition and Reward

*Minimum purchase condition

* Minimum order purchase	* Fixed amount off order
100.00	10.00
200.00	20.00

1 to 2 of 2

*Promotion Type Buy product X, get SKU Y free

*Combination with other promotions Combine with any promotion

▼ Purchase Condition and Reward

*Free gift SKU

Name
FUTA-0101

*Quantity to give for free 1

*Minimum product purchase (quantity) 1

*Select SKU

SKU	Exclusion
FUCO-0101	<input type="checkbox"/>
FUCO-0201	<input checked="" type="checkbox"/>

1 to 2 of 2

Promotion property pane (cont.)

- Redemption Limits
 - Properties under this section are same for all promotion types
 - Maximum redemption by a single customer
 - Maximum redemptions on a single order
 - Maximum number of redemptions

The screenshot shows a configuration pane titled "Redemption Limits" with a dropdown arrow on the left. It contains three sections, each with a radio button for "Unlimited" and "Set maximum redemption". The "Set maximum redemption" option is selected in all three sections. Each section has a corresponding input field with a value of "1" and a spinner control.

- Maximum redemption by a single customer
 - Unlimited
 - Set maximum redemption
 - *Maximum redemptions: 1
- Maximum redemptions on a single order
 - Unlimited
 - Set maximum redemption
 - *Maximum redemptions: 1
- Maximum number of redemptions
 - Unlimited
 - Set maximum redemption
 - *Maximum redemptions: 1

Promotion property pane (cont.)

- Schedule

- To define availability such as time period of day, days of the week, start date and end date.

- Values for time and date are related to on WebSphere Commerce server

▼ Schedule

Time of day promotion is available All day
 During a specified time

*Start Time ⓘ 08:00 AM 🕒

*End Time ⓘ 06:00 PM 🕒

Days promotion is available Every day of the week
 Selected days of the week

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Dates promotion is available Always in effect
 During a specified period

*Start Date 2007-11-01 📅

*End Date 2007-11-30 📅

Promotion property pane (cont.)

- Target Customer Segment
 - Define one or more target customer segments
 - Exclude customer segment is not support

Target Customer Segment

Customer Segments   

* Name	Description
Female Customers	Registered customers who have identified themselves as females

1 to 1 of 1

- Miscellaneous
 - Only **Target sales volume** property defined, it is used for reporting purpose only

Miscellaneous

Target sales volume (for reporting purposes only)



Promotion properties introduction

- Descriptions tab
 - Rich text editor is provided for Customer Viewable Long Description.

The screenshot displays the 'Manage Promotion' interface with the 'Descriptions' tab selected. It features three distinct text input areas:

- Administrative Description:** A large, empty text box for administrative use.
- Customer Viewable Short Description (United States English):** A smaller, single-line text input field.
- Customer Viewable Long Description (United States English):** A rich text editor with a toolbar. The toolbar includes icons for bold (B), italic (I), underline (U), text color (T with a color swatch), background color (T with a color swatch), bulleted list, numbered list, link, and unlink.

New promotion features

- Maximum discount amount: “20% off greeting card up to \$2”
- Payment type: “10% off order when paid with store credit card”
- Choice of free gift
- Attribute filter with operators: “10% off red shirts”



Maximum discount amount

*Quantity of "X" needed to qualify for the promotion

*Quantity of additional catalog entries "X"

*Percentage discount off additional catalog entries "X"

Maximum discount amount on additional catalog entries "X" (USD)



*Minimum purchase condition ⓘ

* Minimum Order Purchase (USD)	* Percentage Discount on Order (%)	Maximum Discount Amount (USD)
<input type="text" value="100.00"/>	<input type="text" value="5"/>	<input type="text" value="30.00"/>
<input type="text" value="1,000.00"/>	<input type="text" value="10"/>	<input type="text" value="300.00"/>
<input type="text" value="5,000.00"/>	<input type="text" value="15"/>	<input type="text" value="1,500.00"/>

1 to 3 of 3

Payment type

▼ Purchase Condition and Reward



*Minimum purchase condition

* Minimum Order Purchase (USD)	* Amount Off (USD)
100.00	10.00
1 to 1 of 1	

*Target payment type

VISA Credit Card

Full order must be paid for with selected payment type. Split orders do not qualify.



Choice of free gift

- Free gift options
- Free gifts are automatically added to shopping cart
 - Customer can choose free gifts from a list

Find and Add   

*Free gift catalog entries 

* Type	* Code	Name
	KIAC-0101	Measuring Spoons
	KIAC-0301	Rolling Pin
	KIAC-0401	Mortar and Pestle
	KIAC-0501	Spoons and Spatulas
	KIAC-0601	5-Piece Kitchen Utensil Set

1 to 5 of 5

*Number of free gift selections customer can choose

2  

Choice of free gift redemption

close 

Select your free gifts

I would like the following free gifts (choose up to 2 gifts)

I do not want any free gifts

<input type="checkbox"/>		5-Piece Kitchen Utensil Set Everyday kitchen utensils in a container.	\$9.06 \$8.99
<input type="checkbox"/>		Spoons and Spatulas A handy mix of cooking spoons and spatulas.	\$6.06 \$4.99
<input type="checkbox"/>		Measuring Spoons Set of five measuring spoons.	\$9.06 \$7.99
..			





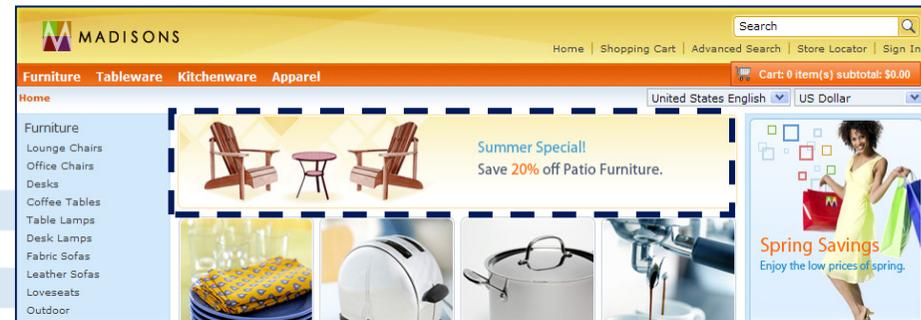
Precision Marketing – Overview

Deliver automated, one-to-one merchandising and marketing based on shopper preference and behavior

Two types of Activities

Web Activity

- Control what displays in predefined e-Marketing Spots on your store pages
- Dialog Activity**
 - Automate marketing actions based on the specific behavior of your customers over time



	
Customer Abandons Shopping Cart Check for customers with carts abandoned for 2 days Frequency: Check daily	Send Message Message type: E-mail E-mail template: Abandoned Cart E-mail Send at daily scheduled time

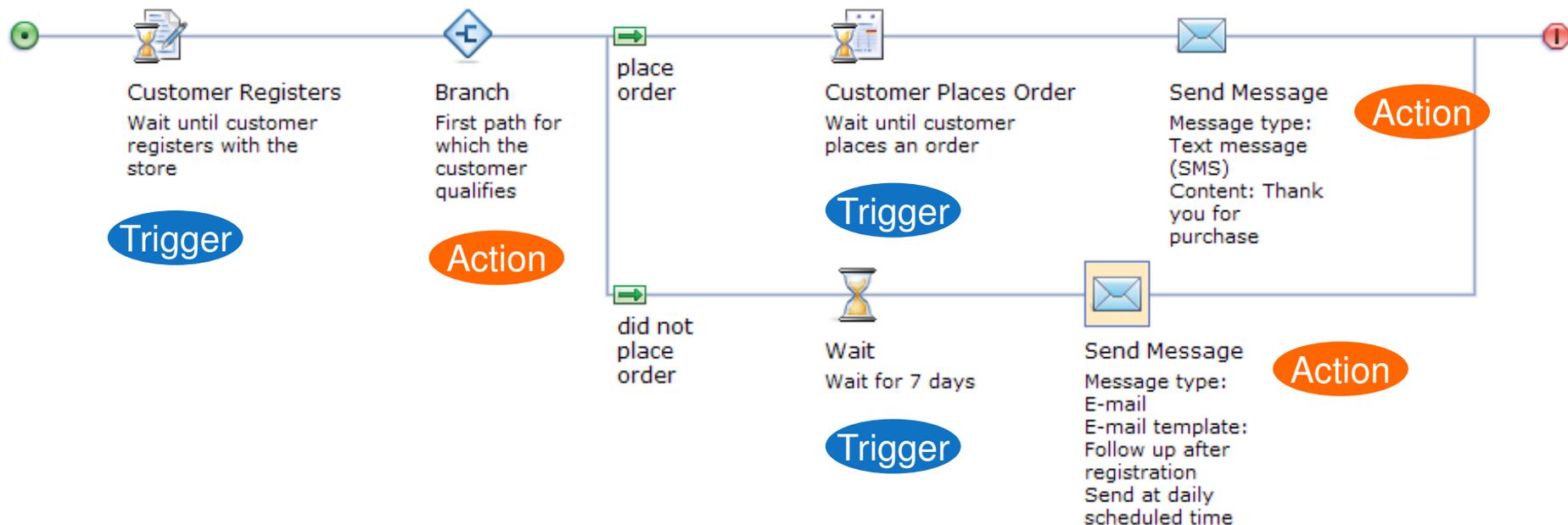
Web Activities

- Web activities determine what to show the customer
- Web activities can display advertising content, merchandising associations, and recommendations from store catalog
- You can target different customer segments within Web activities to personalize what customers see in an e-Marketing Spot
- Provides Marketing Managers ability to effectively communicate with customers without IT involvement



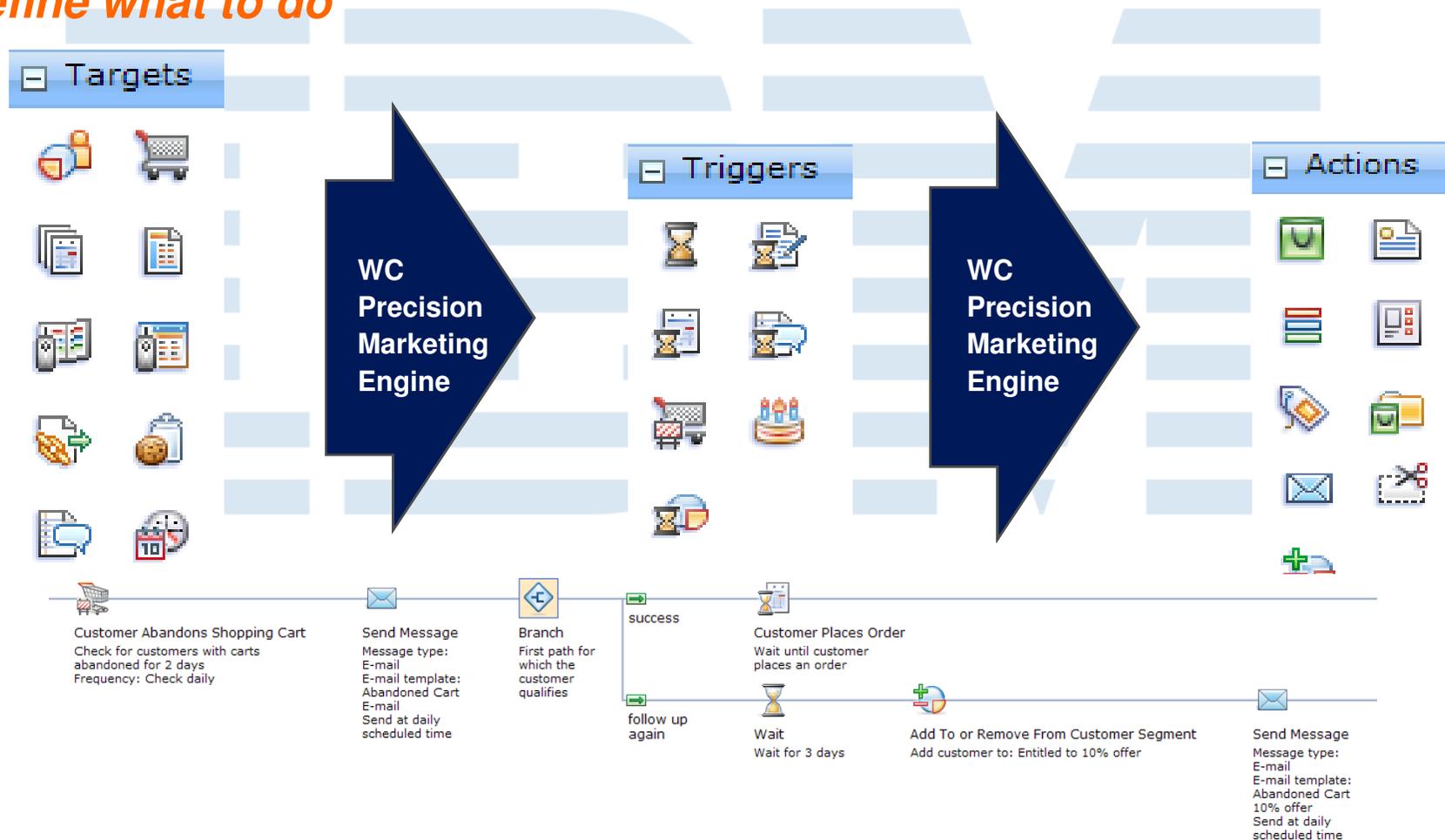
Dialog Activities

- Automate marketing actions based on specific behavior of your customers over time
- Interactive dialog with a customer: You wait for the customer to do something, or not do something, and then you target that customer with a planned marketing action
- Dialog can be ongoing as the customer's behavior changes



Cross-Channel Precision Marketing

Business user builds a dialog activity by selecting target customer, triggers to wait for customer event or time lapsed, and actions to define what to do



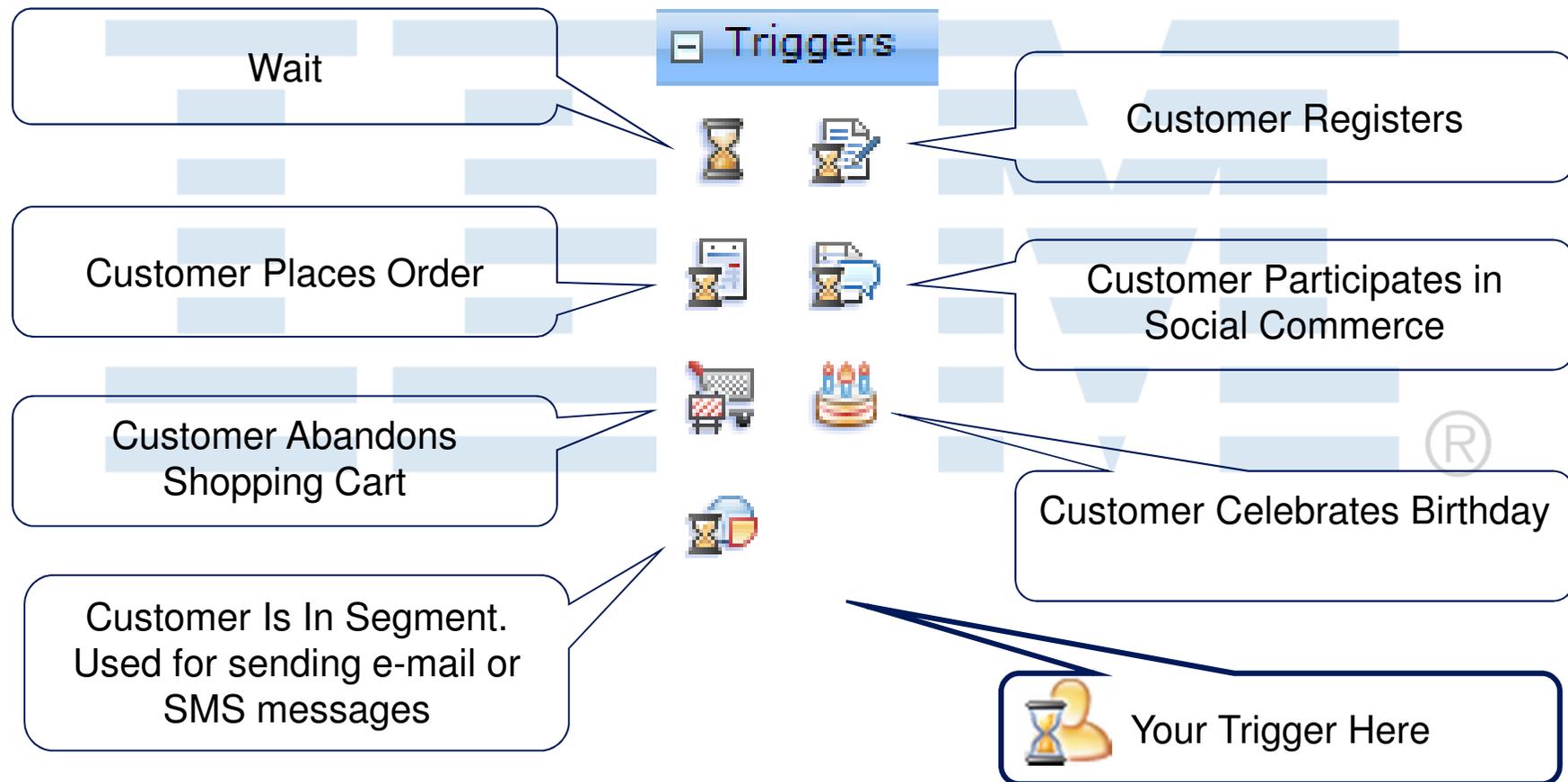
Targeting Customers

Targets define which customers will experience your marketing activity



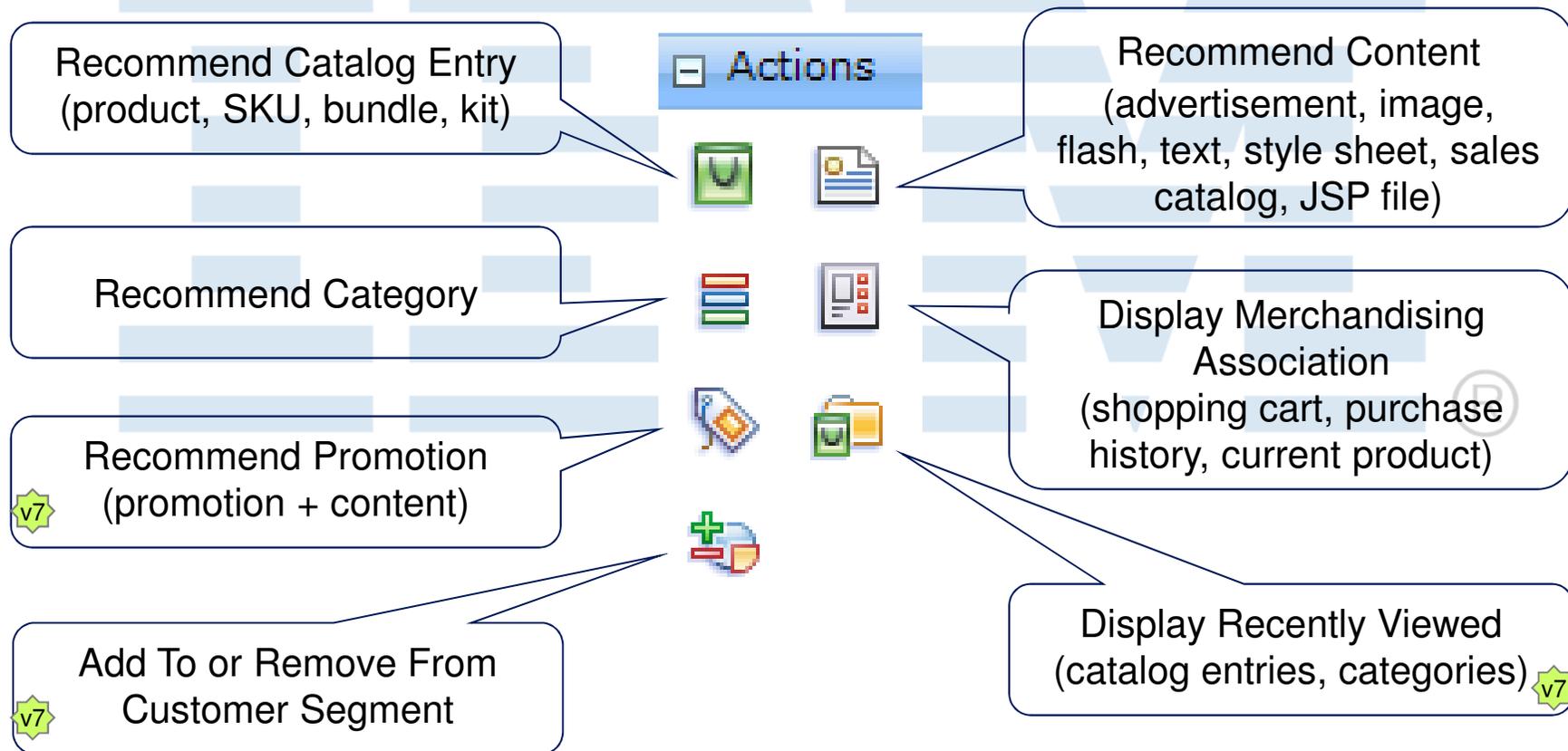
Dialog Activity Triggers

Triggers define the event that causes your Dialog activity to begin or continue. Use triggers to wait for a customer to do something, or for a period of time to elapse.



Web Activity Actions

Actions define what to do, based on the previous sequence of triggers and, optionally, targets in the activity flow. Web activity actions typically display a targeted message to a customer on a store page



Dialog Activity Actions

Actions define what to do, based on the previous sequence of triggers and, optionally, targets in the activity flow. Dialog activity actions typically send a targeted message to a customer via e-mail or SMS







Smarter Commerce Global Summit 2011

2791 – WebSphere Commerce Search

Jones Widegren, eCommerce Manager, Dahl Sverige AB

Srini Rangaswamy, Product Manager, WebSphere Commerce





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- 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 remains at our sole discretion.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.



IBM's integrated portfolio for Smarter Commerce

VALUE CHAIN STRATEGY AND ENABLERS

Innovation and business value

Innovating and aligning business models to drive value to the customer

Market and customer mgmt

Aligning sales, marketing and operations to engage with customers

Operating and Organization Models

Designing operations, supply chain and the organization model to deliver customer value

CORE BUSINESS SOLUTIONS

Core Business Processes

Buy

- Supplier Integration & Management
- Supply Chain Optimization
- Logistics Management
- Payments and Settlements

Market

- Customer Awareness & Analytics
- Social Media Marketing
- Brand Experience
- Cross-channel Campaign Mgmt
- Digital Marketing Optimization
- Marketing Resource Mgmt

Sell

- Cross-channel Selling
- Distributed Order Management
- Customer Integration & Collaboration
- Fulfillment
- Store Solutions
- Payments & Settlements

Service

- Delivery, Service, & Support
- Customer Self-Service
- Reverse Logistics
- Case Management

Advanced Analytics

Store analytics | Purchase analytics | Consumer loyalty | Predictive and prescriptive | Social Analytics | Master data management

Workload Optimized Systems

(Z-Enterprise, Power, X, Storage and Systems Software)

focused on agility, integration and automation to drive relevant business outcomes



Agenda

- Site Search Solution Strategy
- Solution Overview
- Shopper experience
- Business user experience
- Solution Deployment
- Case Study by Dahl Sverige





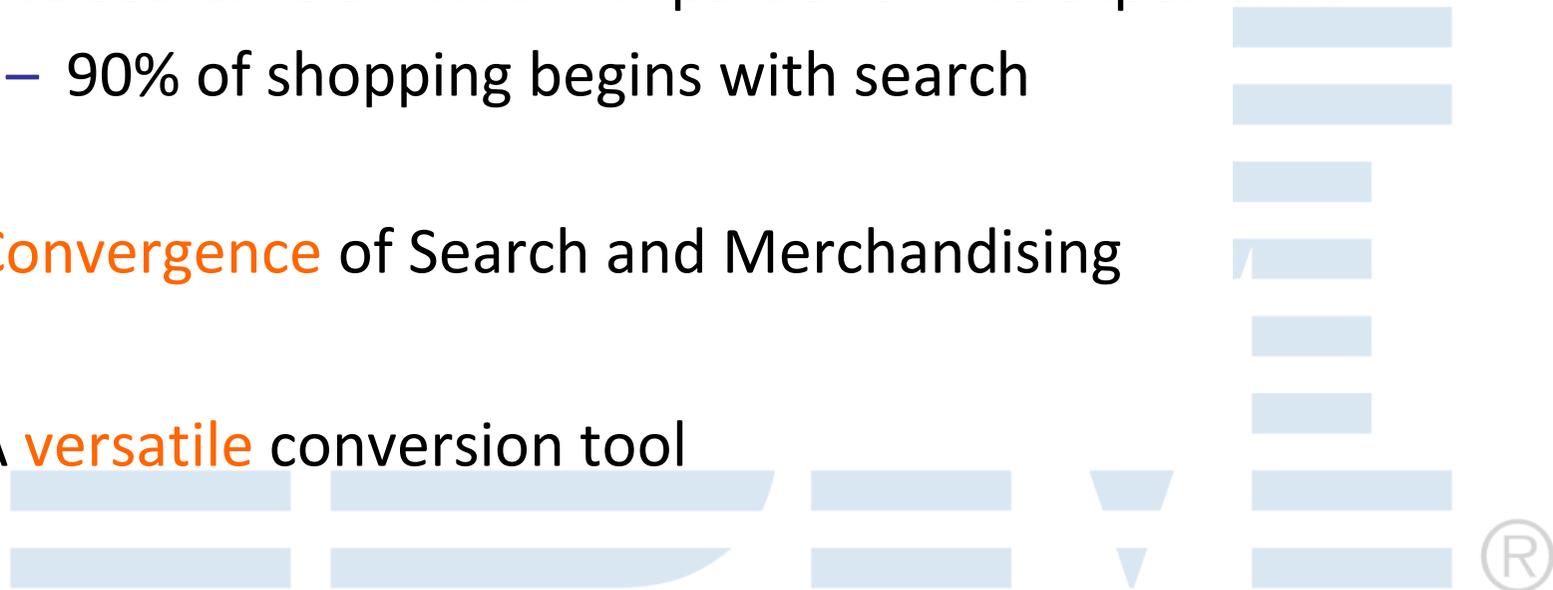
Site Search, a key element of eCommerce platform

- Site search is an **essential** part of online experience

- 90% of shopping begins with search

- **Convergence** of Search and Merchandising

- A **versatile** conversion tool



“72% of merchants say they plan to add or improve their on-site search” – E-tailing Group, 2010



IBM Commerce Search Strategy

- **Incorporate** Search as an integral part of WC platform
- **Integrate** tightly with WC Stores and Tools
- **Optimize** search experience by integrating with Precision Marketing engine
- **Empower** marketers and merchandisers with a single integrated tool to manage the end-to-end customer experience



Search Solution Value Proposition

- Built on **open architecture**
 - Leveraging Solr, open source search platform, as foundation
 - Proven, extensible and scalable search engine
- **Rich set of functionality** with support for advanced functions like search-driven merchandising
- **Tight integration with WC**
 - Stores for rich user experience
 - Management Center for business users
 - Precision Marketing engine for search-driven marketing
- **Lower Total Cost** of Ownership



Solution Overview





**WebSphere
Commerce
Search**

=

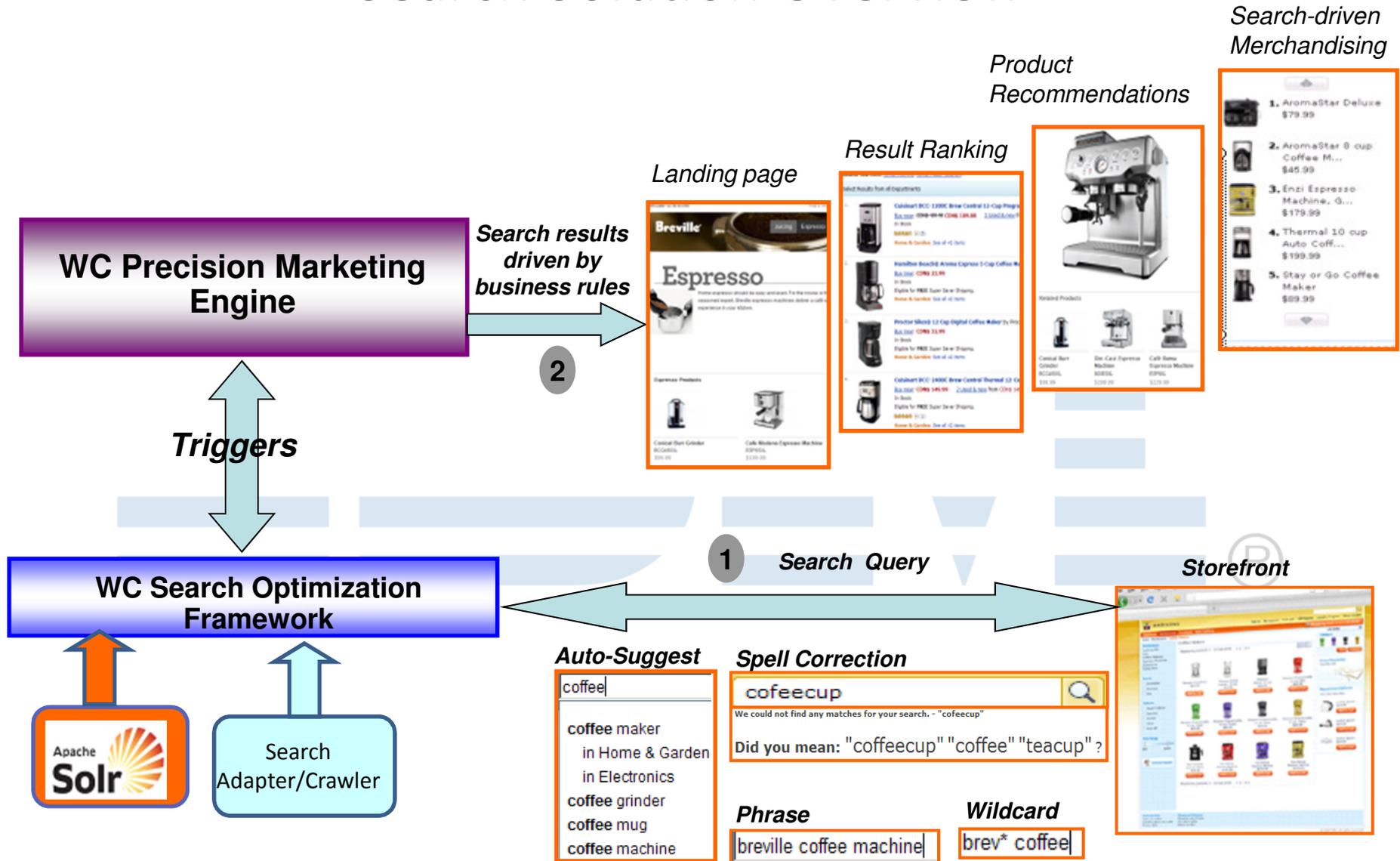


+

- ✓ Search-driven merchandising
- ✓ Precision Marketing integration
- ✓ Store model integration
- ✓ Management Center tools
- ✓ Tight integration with WC catalog, contracts, and promotions
- ✓ WAS for clustering and scalability
- ✓ **IBM Support**



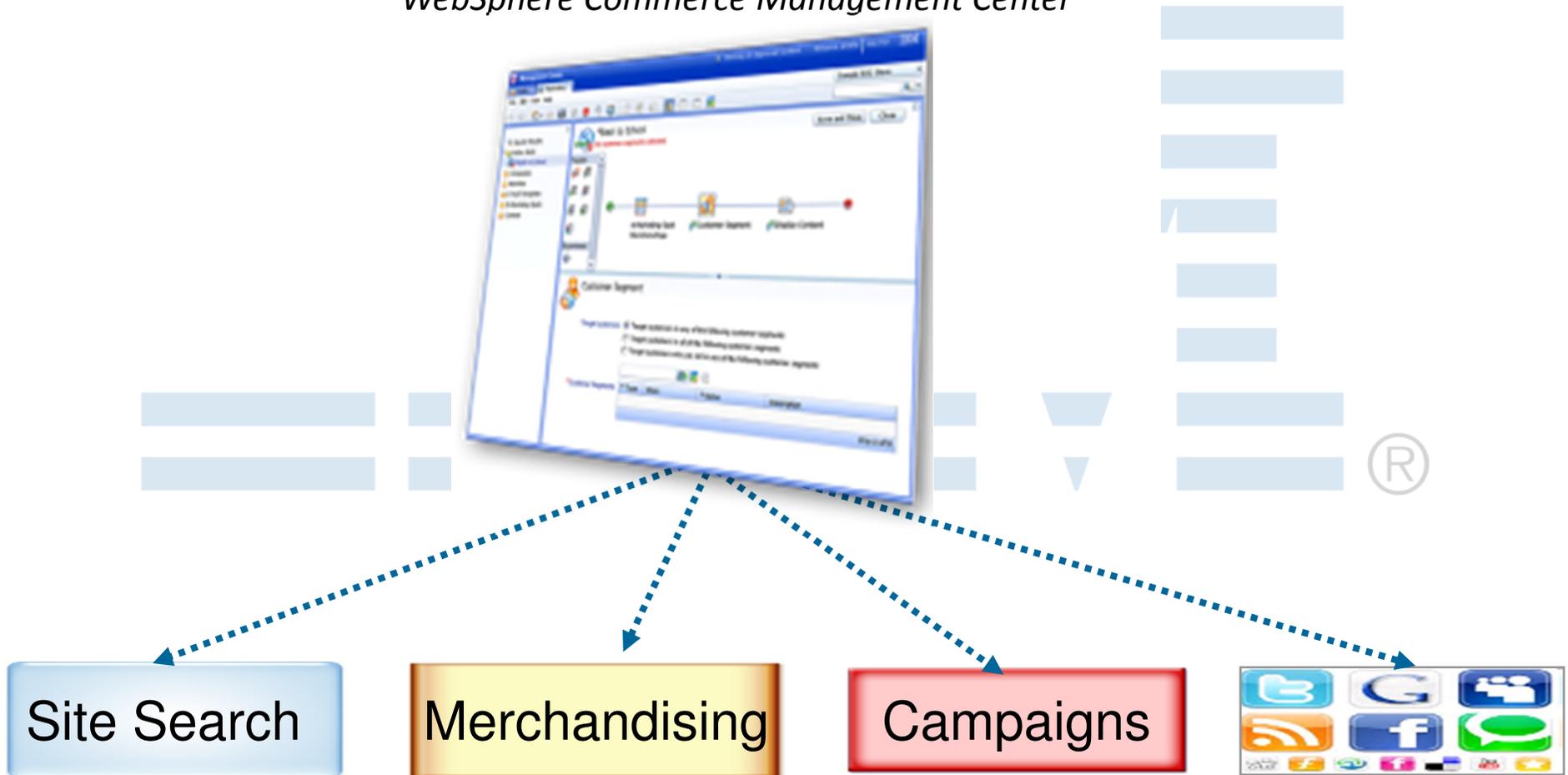
Search Solution Overview





Manage End-to-end Shopping Experience In One Tool

WebSphere Commerce Management Center





Search and Navigation – Key Features

Product Navigation

- ✓ Multiple catalogs
- ✓ Multi-SKU products
- ✓ Multiple lang. & currencies
- ✓ Category based navigation
- ✓ Dynamic facet-based nav.
- ✓ Dynamic bread crumb trail
- ✓ Extended Sites support
- ✓ Product Configurator
- ✓ Lifecycle management
- ✓ Web admin interface

Product Search

- ✓ Parametric search
- ✓ Wild card, fuzzy search
- ✓ Stemming, tokenization
- ✓ Spell correction
- ✓ Sorting by field
- ✓ Customizable ranking
- ✓ Result highlighting
- ✓ Categorized auto sugg.
- ✓ SEO support
- ✓ Single search result

Tools and Foundation

- ✓ Synonyms, replacement
- ✓ Landing page
- ✓ Static/Dynamic rules
- ✓ Search statistics
- ✓ Storefront preview
- ✓ Workspace support
- ✓ Staging support [®]
- ✓ Site content crawler
- ✓ Unstructured content
- ✓ Scalability & Failover



Search-driven Merchandising – Key Features

■ Search Activity

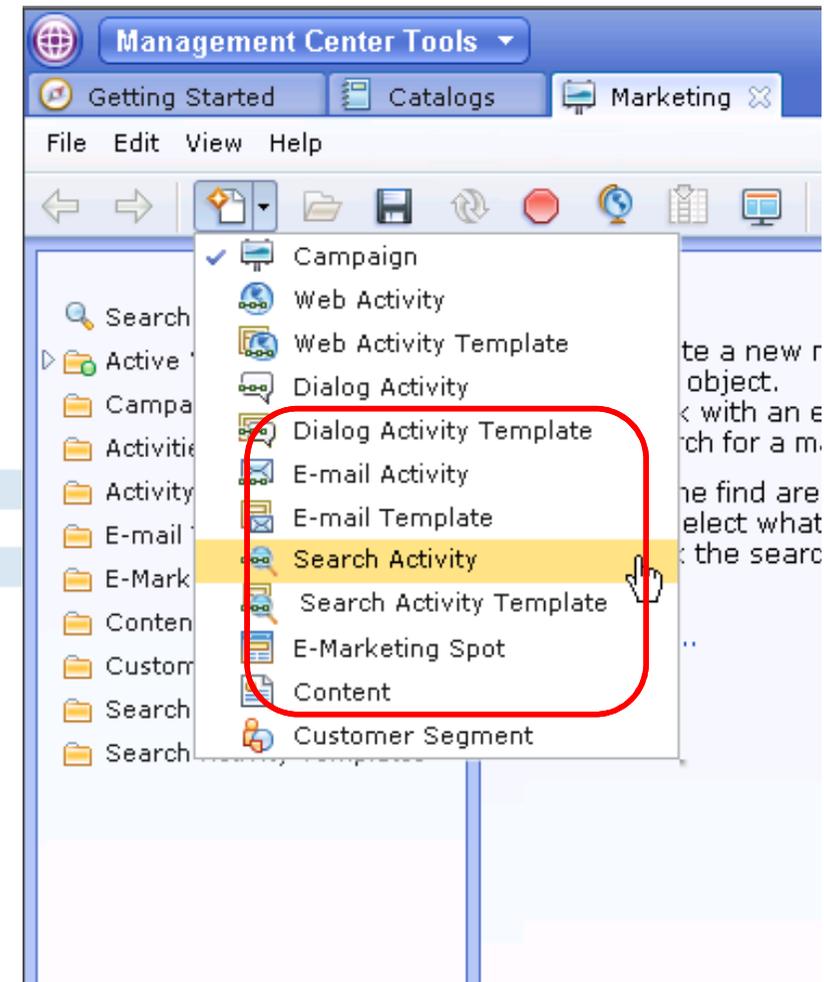
- *Change search results ranking and sorting*
- *Define top search results*
- *Modify search criteria*

■ Web Activity

- *Product Recommendations*

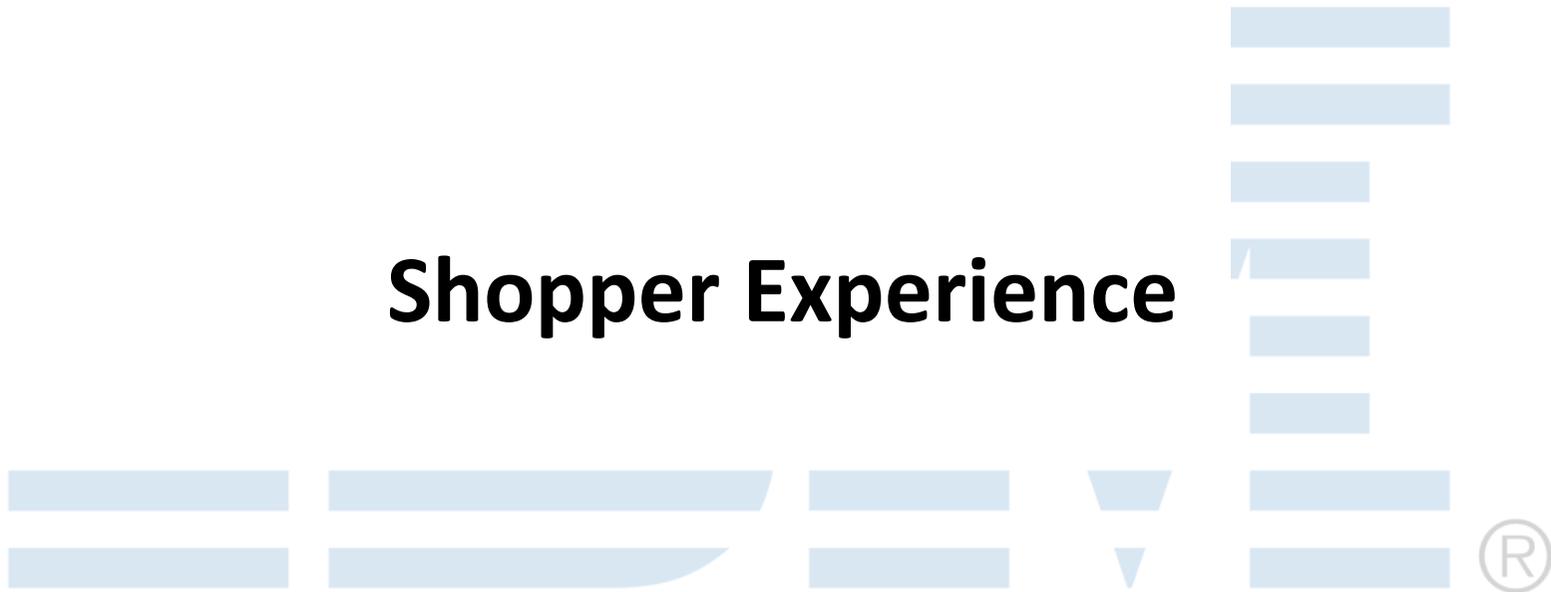
■ Dialog Activity

- *Trigger promotion message to shoppers based on their search behavior (search keywords, frequency, time-frame)*





Shopper Experience





Product Browsing and Navigation

Furniture Tableware Kitchenware Apparel See All

Home

- Furniture
 - Lounge Chairs
 - Office Chairs
 - Desks
 - Coffee Tables
 - Table Lamps
 - Desk Lamps
- Kitchenware
 - Cooking Oils
 - Frying Pans
 - Pots
 - Accessories
 - Coffee Makers

Special Savings
Get a free gift when you buy before February

Furniture Tableware Kitchenware Apparel See All

Home | Kitchenware | Coffee Makers

Narrow your results by: Coffee Makers

Cup Size
2 cups (5)
4 cups (5)
6 cups (5)
8 cups (5)

Filter Type
Paper (1)
Permanent (1)

Auto Shutoff
10 min (1)
20 min (1)
40 min (1)
60 min (1)
90 min (1)

Timer
120 min (1)
240 min (1)
30 min (1)
60 min (1)

Brand
Sharpson (8)
Kitchen's Best (7)
Enzi (6)
AromaStar (5)

Products: 26
Displaying products 1 - 12 of 26

 AromaStar Deluxe \$79.99 Add to Cart	 Coffee bar \$499.95 Add to Cart
---	--

Furniture Tableware Kitchenware Apparel See All

Home | Kitchenware | Coffee Makers | AromaStar | Less than 100 | 6 cups

Narrow your results by: Coffee Makers

Timer
120 min (1)
240 min (1)
30 min (1)
60 min (1)

 [Customer Support](#)

Add colour to your kitchen with the Enzi Collection.
Starting at \$69.99



Products: 3
Displaying products 1 - 3 of 3 Sort By: N

 AromaStar Deluxe \$79.99 Add to Cart	 AromaStar 4 cup Steam Machine \$69.99 Add to Cart	 AromaStar 8 cup \$45.99 Add to Cart
---	--	--



Spell Correction

MADISONS Home | Shopping Cart | Advance

Furniture Tableware Kitchenware Apparel See All

Home | coffee

Narrow your results by:

Category
Kitchenware (30)
Coffee Makers (20)
Accessories (9)
Furniture (1)
Coffee Tables (1)

Cup Size
2 cups (4)
4 cups (4)
6 cups (4)
8 cups (4)

Filter Type
Paper (1)
Permanent (1)

Auto Shutoff
10 min (1)
20 min (1)
40 min (1)
60 min (1)
90 min (1)

Search Results
Search for: "cofee" . Number of results found: 0.

Did you mean: coffee come cover coffeecup

You can refine your search using the [Advanced search options](#).

Search for: "coffee" . Number of results found: 34.
Products: 31, Articles & Videos: 3

Products: 31  

Displaying products 1 - 12 of 31 [◀ 1 - 3 ▶](#) Sort By: 

			
Stay or Go Coffee Maker	Gold Stainless Steel Coffee Tumbler	Sharpson coffee filter	Coffee and Espresso Bar
\$89.99	\$19.99	\$9.99	\$499.95



Search Results with Ranking and Recommendations

MADISONS Home | Shopping Cart | Advanced Search | Store Locator | Sign In

Furniture Tableware Kitchenware Apparel Cart: 0 item(s) subtotal: \$0.00

Home | Text Search | **Coffee Makers** United States English | US Dollar

Narrow your results by: Search Results
Your search for coffee makers produced 33 results.
Displaying products 1 - 12 of 33 < 1 - 3 >

Price

- Less than \$50 (5)
- \$50 - 100 (12)
- \$100 - 200 (8)
- \$200 - 300 (0)
- \$200 - 300 (1)

Features

- Timer (10)
- Pause 'n Serve (5)
- Auto-off (20)
- Espresso (20)
- Grinder (20)

Brands 6

- Sharpson (5)
- Aromastar (12)
- Kitchen's Best (8)
- Enzi (0)

More ways to shop

- Best Sellers (10)
- Top ranked (5)
- Featured products (20)

View: [Grid] [List]

Sort By: Price

Compare

Drag products here to compare

Clear Compare

Best Sellers

- AromaStar Deluxe \$79.98
- AromaStar 8 cup Coffee M... \$45.98
- Enzi Espresso Machine, G... \$179.99
- Thermal 10 cup Auto Coff... \$199.99
- Stay or Go Coffee Maker \$89.98

Results Ranked by Business Rules

Product Related Content

Product Ratings

Recommendations

You may also like:

- Red Fabric Roll Arm Sofa \$699.99 Add to Cart
- Classic Fabric Sofa \$1,099.99 Add to Cart
- Wing Tip Leather Sofa \$1,499.99 Add to Cart

Results Ranked by Business Rules

Product Related Content

Product Ratings

Product Recommendations based on business rules and user profiles





NEW
in FEP3

Result highlighting, categorized auto suggestion

Search Results
Search for: "coffee" . Number of results found: 34.
Products: 31, Articles & Videos: 3

Products: 31

Displaying products 1 - 12 of 31 Sort By: No Sort

	Stay or Go Coffee Maker Includes everything for the coffee enthusiast on the go	\$89.99	Add to Cart
	Gold Stainless Steel Coffee Tumbler Stainless coffee travel tumbler.	\$19.99	Add to Cart
	Sharpson coffee filter Coffee filter. Fits the coffee makers models SA-03, SA-04, SA-05	\$9.99	Add to Cart
	Coffee and Espresso Bar Brew coffee and espresso on demand.	\$499.95	Add to Cart
	Sharpson 10 cup Coffee Maker 10-cup programmable coffee maker.	\$39.99	Add to Cart

Search: coff

Suggested Keywords

- coffee
- coffee maker
- coffee espresso
- coffee makers

Category

- Kitchenware > **Coffee Makers**
- Furniture > **Coffee Tables**
- Tableware > Tea and **Coffee Cups**

Articles

- Coffee Recipe
- Enzi EI-03 Tower **Coffee** Maker User Manual
- How to Brew **Coffee** Video

History

- coffee

[View all results](#)

\$499.95 You may also like:



Search Results with Site Content



Kitchenware Apparel See All

Search Results
Search for: "coffee" . Number of results found: 34.
Products: 31, Articles & Videos: 3

Products: 31
Displaying products 1 - 12 of 31

\$149.99	\$19.99	\$9.99	\$39.99
Add to Cart			

Articles & Videos: 3
Displaying articles & videos 1 - 3 of 3

- Coffee Recipe**
HTML
- How to Brew Coffee Video**
VIDEO
- Enzi EI-03 Tower Coffee Maker User Manual**
HTML

Customer Support
Privacy Policy

Search: coff

Suggested Keywords

- coffee
- coffee maker
- coffee espresso
- coffee makers

Category

- Kitchenware > Coffee Makers
- Furniture > Coffee Tables
- Tableware > Tea and Coffee Cups

Articles

- Coffee Recipe
- Enzi EI-03 Tower Coffee Maker User Manual
- How to Brew Coffee Video

History

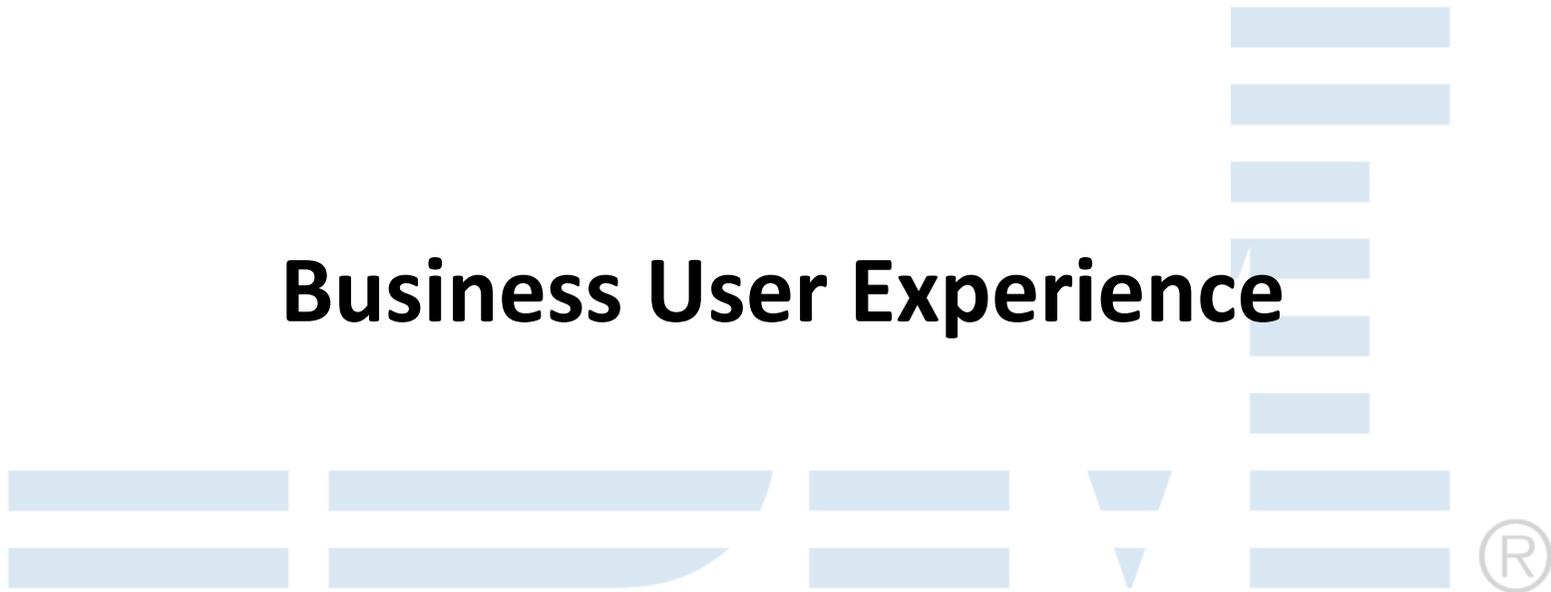
- coffee

[View all results](#)

- Microsoft Office**
- Excel 97-2003 (.xls)
 - Excel 2007 (.xlsx)
 - Outlook documents (.msg)
 - PowerPoint 97-2003 (.ppt)
 - PowerPoint 2007 (.pptx)
 - Visio (.vsd)
 - Word 97-2003 (.doc)
 - Word 2007 (.docx)
- JAVA**
- Classes (.class)
 - JAR files (.jar)
- Documents and text**
- OpenDocument (.odt, odp, .ods)
 - Plain text (.txt)
 - Portable Document Format (.pdf)
 - Rich Text Format (.rtf)



Business User Experience





Search Term Associations

Management Center Tools Welcor

Catalogs Marketing

File Edit View Help

Master Catalog Categories

- Search Results
- Compare View
- Active Work
- Unassigned Catalog Entries
- Catalog Uploads
- Search Term Associations**
- Madisons-FEP

Search Term Associations

Synonyms Replacements Landing Pages Top Search Hits Top Search Misses

Synonyms (United States English)

* Type	* Synonym List
	coffee, starbucks

0 of 1 selected

Search Term Associations

Save

Synonyms Replacements **Landing Pages** Top Search Hits Top Search Misses

Landing pages (United States English)

* Type	* Search Terms	* Landing Page
	coffeemaker	http://briefing.torolab.ibm.com/webapp/wcs/stores/servlet/SearchLandingPage1?storeId=11051&catalogId=10401&langId=-1

0 of 1 selected



Search Engine Optimization

The screenshot displays the Management Center Tools interface. The top navigation bar includes 'Management Center Tools' and 'Welcome'. Below this, there are tabs for 'Catalogs' and 'Marketing', and a menu with 'File', 'Edit', 'View', and 'Help'. A toolbar with various icons is visible below the menu.

The left sidebar shows a tree view of 'Master Catalog Categories'. Under 'Madisons-FEP', several sub-categories are listed, including 'Apparel', 'Computers', 'Furniture', 'GroceryHealth', 'Kitchenware', 'Coffee Makers', 'Cooking Oils', 'Frying Pans', 'Kitchen Accessories', 'Pots', 'Scented Oils', 'Newsletters', and 'Tableware'. A red circle highlights this entire sidebar area.

The main content area is titled 'AS-01' and features a 'Search Engine Optimization' tab. The settings are as follows:

- Desktop URL keyword (United States English):** A red box highlights the text 'aromastar-deluxe-as-01--1'. Below it, the URL is shown as 'http://localhost/webapp/wcs/stores/servlet/en/madisons-fep/aromastar-deluxe-as-01--1'.
- Page title (United States English):** The 'Use default' radio button is selected. The default title is 'AromaStar Deluxe | Madisons-FEP'. The 'Override default' option is also available with an empty text field.
- Meta description (United States English):** The 'Use default' radio button is selected. The default description is 'Italian design. Unique capability of brewing coffee and espresso.' The 'Override default' option is also available with an empty text field.
- Image alt text (United States English):** The 'Use default' radio button is selected. The default alt text is 'Image for AromaStar Deluxe from Madisons-FEP'. The 'Override default' option is also available with an empty text field.



Search Term Statistics – Top Hits



Search Term Associations Save

Synonyms Replacements Landing Pages **Top Search Hits** Top Search Misses

Reporting period: Last two weeks From: 2011/06/05 to 2011/06/18

Keyword:

Show top keywords: All

Language: United States English

Total searching sessions: 15

Statistics ⓘ

Keyword	Searching Sessions	Results for Keyword	Synonyms or Replacements
coffee	8 (53.33 %)	31	starbucks, coffee
save	1 (6.67 %)	1	
desk	1 (6.67 %)	8	
coffeemaker	1 (6.67 %)	Landing Page	

0 of 4 selected



Search Term Statistics – Top Misses

NEW
in FEP3

Search Term Associations Save

Synonyms Replacements Landing Pages Top Search Hits **Top Search Misses**

Reporting period: Last two weeks From 2011/06/05 to 2011/06/18

Keyword:

Show top missed keywords: All

Language: United States English

Suggested keyword result: Show all keywords

Total searching sessions: 15

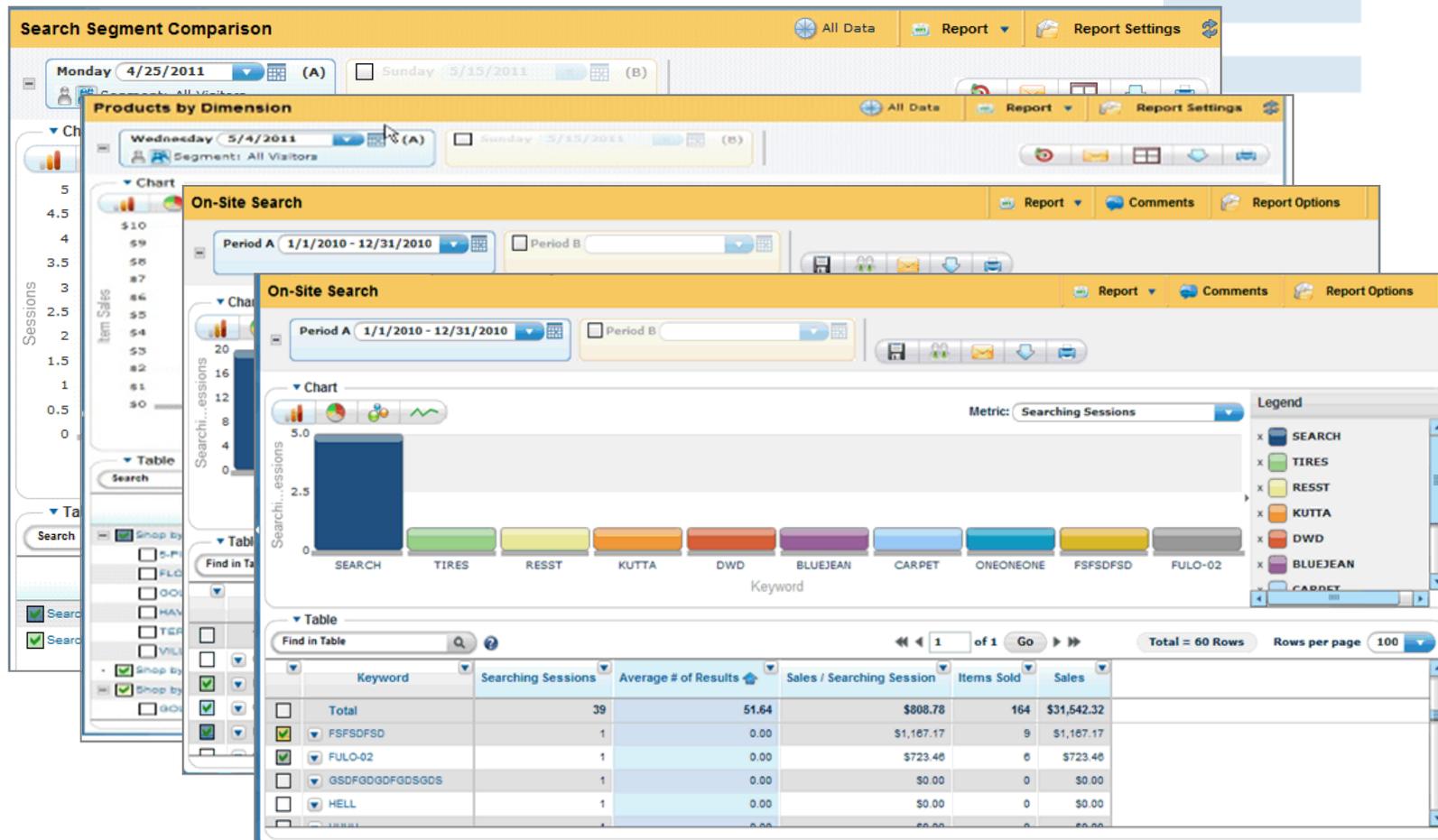
Top Search Misses ⓘ

Keyword	Searching Sessions	Suggested Keyword	Results for Suggested Keyword
java	2 (13.33 %)	sata	0
sata	1 (6.67 %)		0
plates	1 (6.67 %)	plate	0
0 of 3 selected			



Coremetrics Analytics Reports

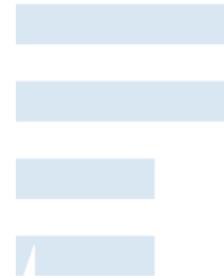
Reports on facets, top hits, top misses





Search-driven Merchandising

- Promote products by showing at the top
- Rank search results with business rules
- Re-order search results
- Alter shopper's search criteria

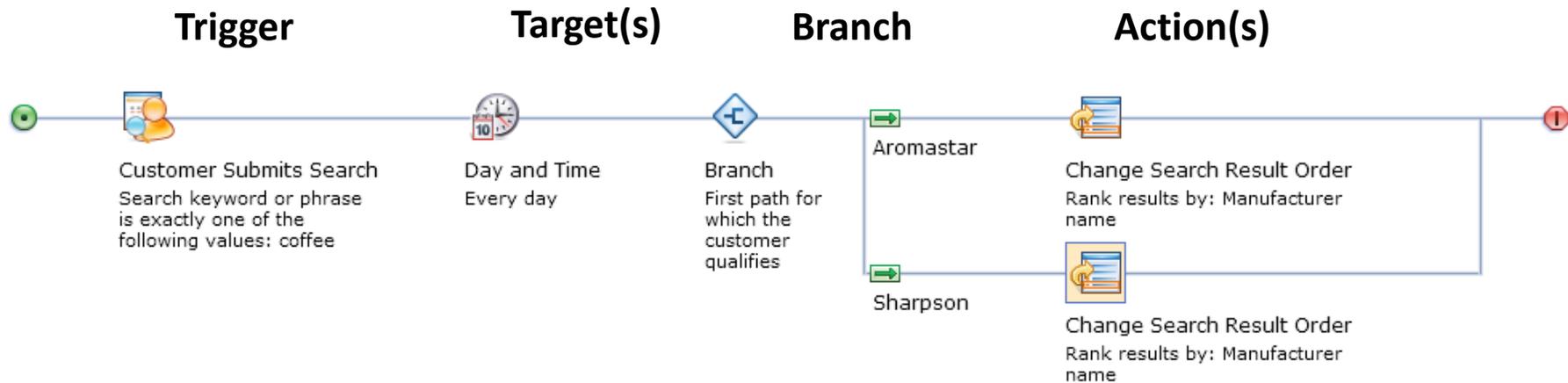


The screenshot shows the 'Management Center Tools' interface. The main window displays a table titled 'Search Activities - List'. The table has columns for Type, Status, Search Keyword, Name, Description, Start Date, and End Date. The table contains four rows of search activities.

Type	Status	Search Keyword	Name	Description	Start Date	End Date
👤	🔴	blu-ray	Promote Sony blu-ray players	Promote Sony blu-ray players	2010/08/10 12:00 AM	2010/08/31
👤	🔴	glasses	Promote crystal Riedel glasses	Promote crystal Riedel glasses	2010/08/11 12:00 AM	2010/08/31
👤	🔴	office chair	Promote high margin office chairs	Bring items FUOF-02 AND FUOF-03 to the top of search result	2010/08/01 12:00 AM	2010/12/11
👤	🔴	*	Initial search results order	Sort search result by price in descending order.	2010/08/04 12:00 AM	2010/08/31



Search Results Based on Rules



Targets

- Browsing pattern, online search behavior
- Shopping cart, purchase history
- Customer segment, social participation
- Date and time, external site referral



Actions

- Add or remove from segment
- Add or replace search criteria
- Move to the top
- Change result sort order
- Change result rank order



Store Preview for Search Results

MADLSONS

Search Rule

Search rule summary

Name	Priority	Start Date	End Date
▼ Boost by brand name	0		

Customer Submits Search Trigger - Customer searches for exactly one of: "coffee" ✓
Perform action "Order Search Results".

Search rule summary for any keyword

Name	Priority	Start Date	End Date
▼ Promote Stay or Go Coffee Maker	0		

Customer Submits Search Trigger ✓
Perform action "Specify Top Search Results".

Search indexing is currently idle.

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Store Preview Relevancy Scores

The screenshot shows a web application interface for a store preview. At the top, there's a navigation bar with 'MADISONS' and a search bar containing 'coffee'. Below the navigation bar, there are tabs for 'Furniture', 'Tableware', 'Kitchenware', and 'Apparel'. The main content area displays search results for 'coffee', showing 34 results (31 products and 3 articles/videos). A list of products is shown, with the first product, 'Stay or Go Coffee Maker', highlighted with a red dashed box. The relevancy score for this product is 3.5371513, which is also circled in red. The second product, 'Coffee and Espresso Bar', has a relevancy score of 0.0005724763. The third product, 'AromaStar Red Coffee Bean Grinder', has a relevancy score of 0.0005724763. The interface also includes a sidebar with filters for Category, Cup Size, Filter Type, and Auto Shutoff.

Marketing

Help

Search Rules - l

* Type Status

Store Preview [Hide Details](#)

Preview start date and time : 2011/06/20 11:29:48 PM Eastern Time
Product recommendations: using inventory levels from database
Time is not elapsing in the preview.
[Hide Marketing Spots](#)

MADISONS

coffee

Home | Shopping Cart | Advanced Search

Furniture Tableware Kitchenware Apparel See All

Home | coffee

Narrow your results by:

Category

- Kitchenware (30)
- Coffee Makers (20)
- Accessories (9)
- Furniture (1)
- Coffee Tables (1)

Cup Size

- 2 cups (4)
- 4 cups (4)
- 6 cups (4)
- 8 cups (4)

Filter Type

- Paper (1)
- Permanent (1)

Auto Shutoff

- 10 min (1)
- 20 min (1)
- 40 min (1)
- 60 min (1)
- 90 min (1)

Search Results

Search for: "coffee" . Number of results found: 34.
Products: 31, Articles & Videos: 3

Products: 31

Displaying products 1 - 12 of 31

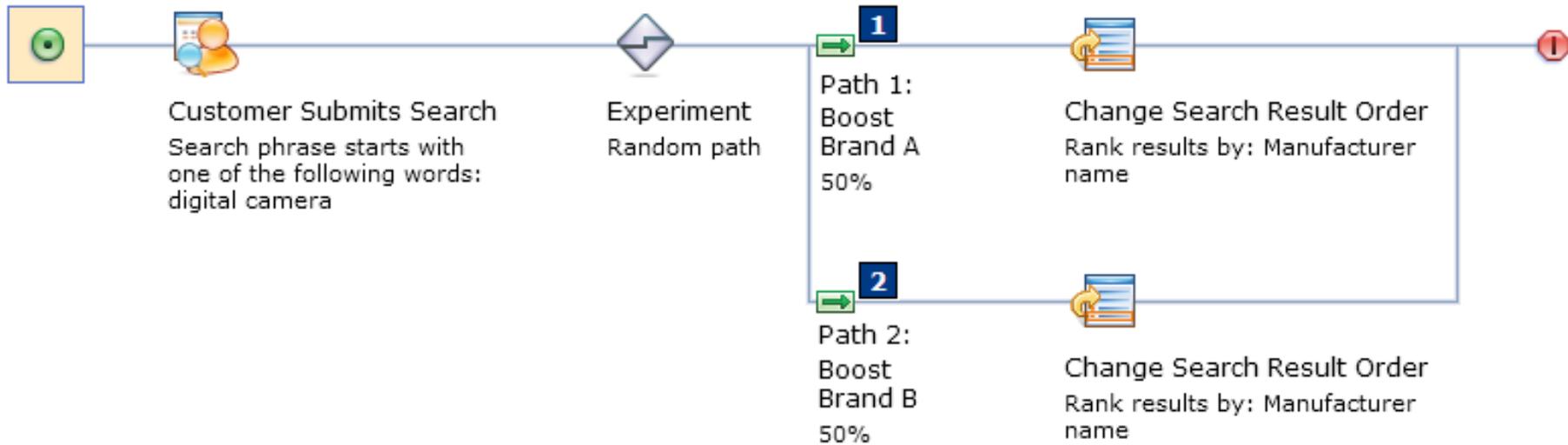
Sort By: No Sort

Search indexing is currently idle.

	Stay or Go Coffee Maker Includes everything for the coffee enthusiast on the go Relevancy score: 3.5371513	\$89.99	Add to Cart
	Coffee and Espresso Bar Brew coffee and espresso on demand. Relevancy score: 0.0005724763	\$499.95	Add to Cart
	AromaStar Red Coffee Bean Grinder This 2.5 oz. Capacity grinder, enough grounds to brew 12 cups of coffee.	\$19.99	Add to Cart



A/B Testing on Search Results



Experiment

General Properties Paths **Statistics**

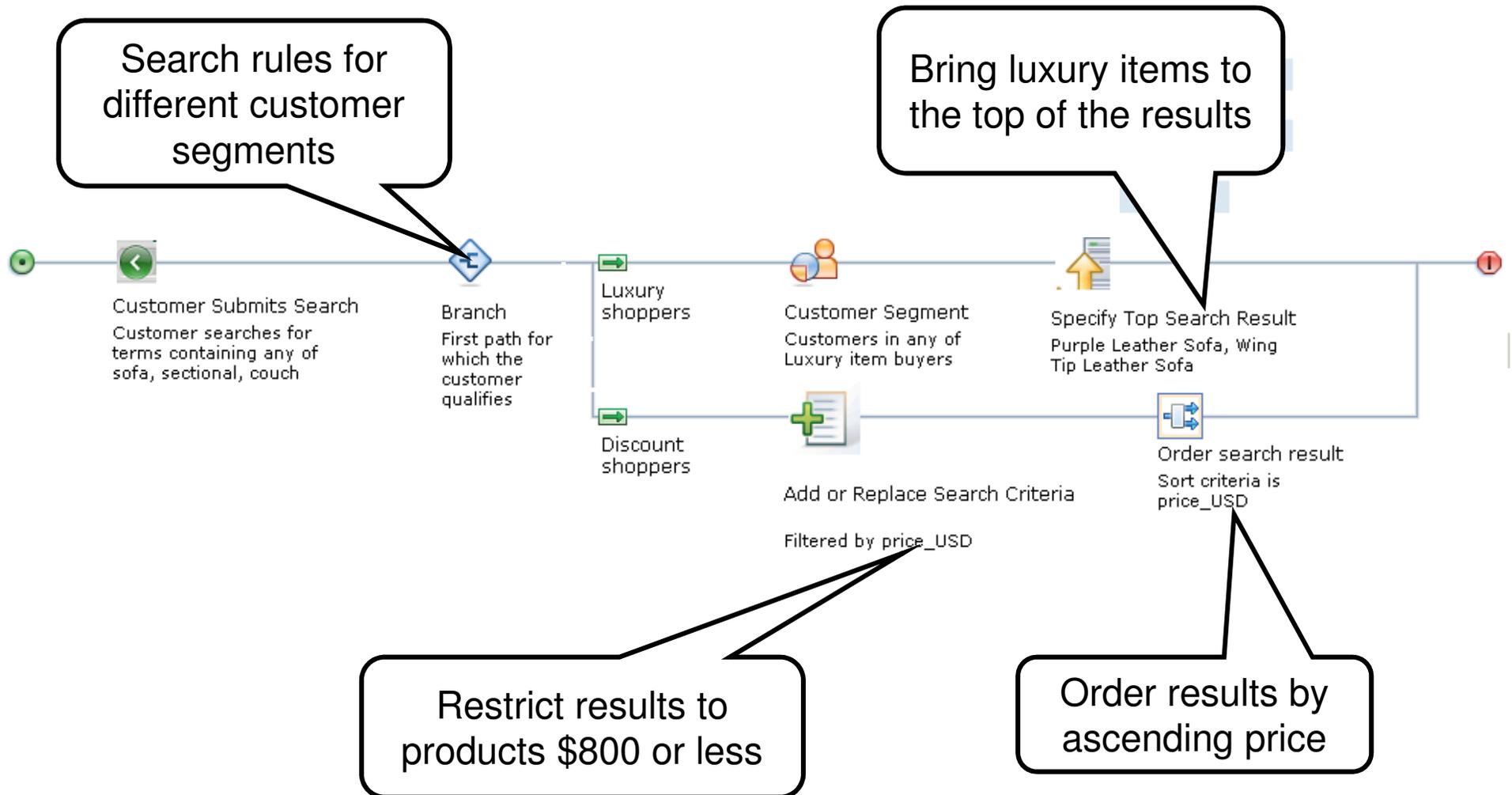
Total number of unique customers

Paths	* Name	* Winner	Unique Customers	Clicks	Click Orders	Click Revenue	Currency
	Path 1: Boost Brand A	<input type="checkbox"/>	486	328	31	7,980.66	USD
	Path 2: Boost Brand B	<input type="checkbox"/>	486	262	17	4,272.36	USD

0 of 2 selected



Search-driven Merchandising using Customer Segments





Search-driven Web Activity

*Customer searches for 'coffee'

Targets

- E-Marketing Spot
Customer views e-Marketing Spot: RightSideBarFeatu redProducts
- Current Page
Searching for any of these keywords: coffee
- Recommend Catalog Entry
Coffeecup with a Silver Trim, Coffee and Espresso Bar

Current page uses keyword "coffee"

Recommends Espresso Bar

Page

- *Customer behavior
- Target customers Who are searching for any of the following keywords
 Who are not searching for any of the following keywords
- *Keyword matching rule
- Use synonyms
- *Search keywords
0 of 1 selected



Search-driven Dialog Activity



*Demo - Search coffee 3 times

Save and Close Close

Triggers

Online Behavior
Searched for any of the following keywords:

Send Message
Message type: E-mail
E-mail template:

Online Behavior

Online behavior criteria Searched keywords

Target customers Who searched for any of the following keywords that satisfy the following conditions
 Who searched for all of the following keywords that satisfy the following conditions
 Who did not search for any of the following keywords that satisfy the following conditions

Keyword matching rule Search keyword is exactly one of ...

Use synonyms

*Search keywords * Keyword
coffee
0 of 1 selected

Frequency At least the following number of times
*Times 3

Time frame At any time

Coupon
SMS
Email
Segment

Keywords with synonyms

Frequency and Time frame



Solution Deployment

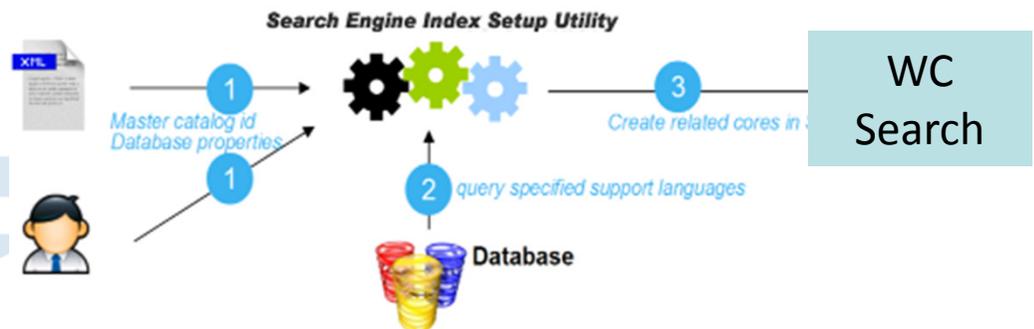




Search Index Management

- Search Indexes
 - Master catalog
 - Unstructured content
 - Language
- Master catalog index
 - Meta Data
 - Sales Catalog identifier
 - Extended Sites
 - Contract entitlement
 - Catalog Hierarchy
 - Searchable Content
- Data import utility
 - Full/delta index build

Scalable from thousands to millions of product SKUs
and unstructured documents





Deployment Configurations

1. Embedded mode (Toolkit)

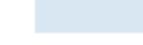
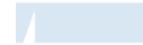
- *Both WC Server and WC Search running in a JVM*

2. Local configuration (Staging or Production)

- *WC Server and WC Search running on same machine (different JVMs)*

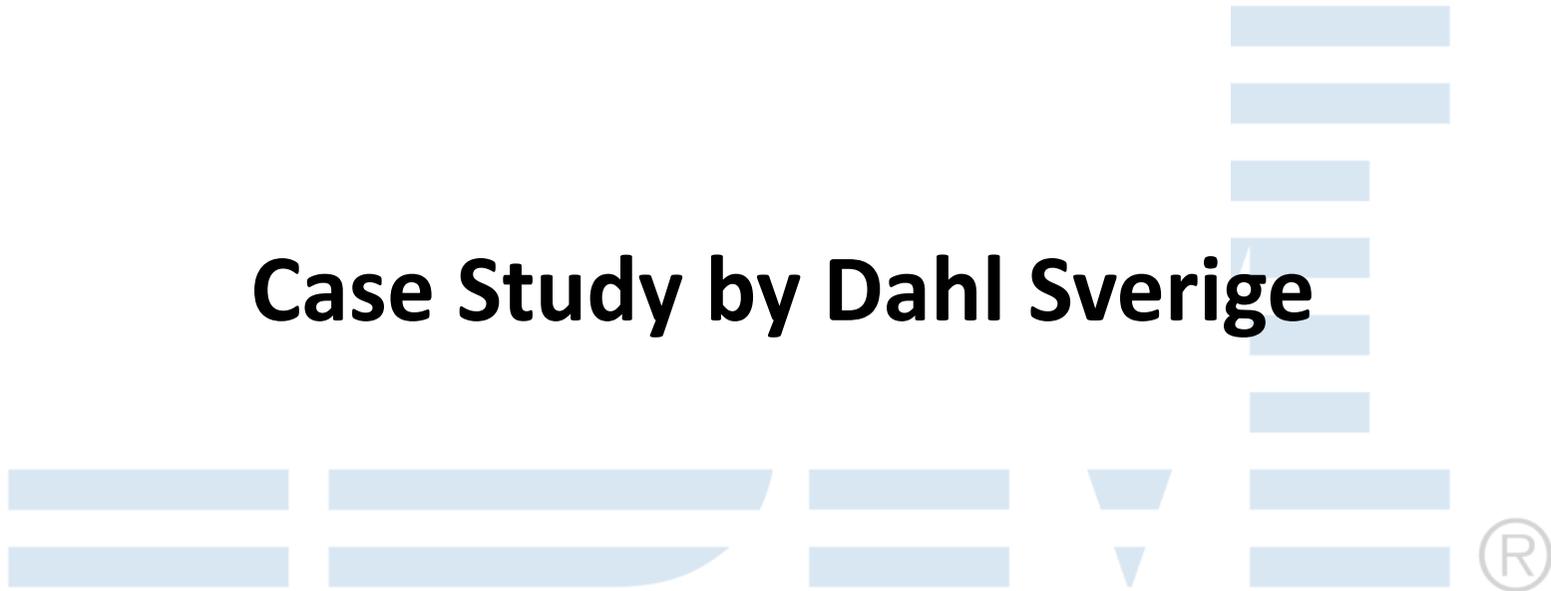
3. Remote configuration (Production)

- *WC Server and WC Search running on different machines*





Case Study by Dahl Sverige





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Smarter Commerce Global Summit 2011

2792 - Leveraging WebSphere Commerce for Search Engine Optimization (SEO)

Walfrey Ng, Development Manger, WebSphere Commerce
Srini Rangaswamy, Product Manager, WebSphere Commerce





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IBM's integrated portfolio for Smarter Commerce

VALUE CHAIN STRATEGY AND ENABLERS

Innovation and business value

Innovating and aligning business models to drive value to the customer

Market and customer mgmt

Aligning sales, marketing and operations to engage with customers

Operating and Organization Models

Designing operations, supply chain and the organization model to deliver customer value

CORE BUSINESS SOLUTIONS

Core Business Processes

Buy

- Supplier Integration & Management
- Supply Chain Optimization
- Logistics Management
- Payments and Settlements

Market

- Customer Awareness & Analytics
- Social Media Marketing
- Brand Experience
- Cross-channel Campaign Mgmt
- Digital Marketing Optimization
- Marketing Resource Mgmt

Sell

- Cross-channel Selling
- Distributed Order Management
- Customer Integration & Collaboration
- Fulfillment
- Store Solutions
- Payments & Settlements

Service

- Delivery, Service, & Support
- Customer Self-Service
- Reverse Logistics
- Case Management

Advanced Analytics

Store analytics | Purchase analytics | Consumer loyalty | Predictive and prescriptive | Social Analytics | Master data management

Workload Optimized Systems

(Z-Enterprise, Power, X, Storage and Systems Software)

focused on agility, integration and automation to drive relevant business outcomes



Agenda

- SEO challenges
- WebSphere Commerce SEO Solution Overview
- WebSphere Commerce SEO Solution Details



Search Engine Marketing – a key success factor for any online business

- SEM (SEO + paid search) drives more than 50% online sales
- Natural search drives 2X traffic compared to paid search
- 85% of businesses increased or maintained SEM budget



Source: Survey – Search marketing by Internet Retailer, July 2011



SEO – a moving target!

- Evolving search engine algorithms
- No guarantees of continued referrals
- Updates to web site content
- Changes in market demand/buzz
- Need for continuous optimization





Top Strategies to Improve Natural SEO

- Use relevant keyword descriptions on the home/catalog pages
- Include keyword terms in landing page URLs
- Use actual phrases used by shoppers
- Leverage header tags in home/catalog pages
- Include common keywords in image file names



Source: Survey – Search marketing by Internet Retailer, July 2011



WebSphere Commerce SEO Solution

Management Center for Business Users



- ✓ SEO friendly URLs
- ✓ URL keywords
- ✓ Redirects
- ✓ SEO content mgmt
- ✓ E-Sites support

Site Admin/IT Tasks



- ✓ Ease of migration
- ✓ Sitemap generation
- ✓ Canonical URL support

**WC v7 Feature Pack 3
Q2 2011**

Sitemap
Generator

WC v6.x

URL Mapper

WC v5.x



Management Center – *Putting Marketers in Control*

The screenshot displays the Management Center Tools interface. The top navigation bar includes 'Management Center Tools' and 'Welcome'. Below the navigation bar is a menu with 'Catalogs' and 'Marketing'. The main content area is titled 'AS-01' and features a 'Search Engine Optimization' tab, which is highlighted with a red box. A blue callout bubble points to this tab with the text 'Manage URL, meta-tags, and image text'. The 'Search Engine Optimization' section contains several settings:

- Desktop URL keyword (United States English):** aromastar-deluxe-as-01--1
URL: http://localhost/webapp/wcs/stores/servlet/en/madisons-fep/aromastar-deluxe-as-01--1
- Page title (United States English):** Use default: AromaStar Deluxe | Madisons-FEP
 Override default
- Meta description (United States English):** Use default: Italian design. Unique capability of brewing coffee and espresso.
 Override default
- Image alt text (United States English):** Use default: Image for AromaStar Deluxe from Madisons-FEP
 Override default

The left sidebar shows a tree view of 'Master Catalog Categories' with 'Madisons-FEP' expanded. A red box highlights the 'Madisons-FEP' category and its sub-items: Apparel, Computers, Furniture, GroceryHealth, Kitchenware, Coffee Makers, Cooking Oils, Frying Pans, Kitchen Accessories, Pots, Scented Oils, Newsletters, and Tableware.



WebSphere Commerce SEO Solution Details (Agenda)

- Goal of SEO solution
- SEO Features #1 – 5
- Demo
- SEO Features #6 – 9



Goal of SEO Solution

- Provide SEO functions to facilitate the optimization of the store pages so that they can rank higher in the Google search result.

The screenshot shows a Google search for "engraved gift" with approximately 3,300,000 results. The search interface includes the Google logo, a search bar, and a search button. On the left, there are navigation options for "Everything", "Images", "Videos", "News", and "More". Below these are filters for "Markham, ON", "The web", and "Any time". The search results are divided into "Ads" and "Organic results".

Ads:

- [Engraved Gift | zazzle.ca](http://www.zazzle.ca)
Shop **Engraved Gift** Online. Huge Selection. Ships in 24 Hours!
- [Engraved Gifts Galore | engravedgiftsgalore.com](http://www.engravedgiftsgalore.com)
A large selection of personalized **gifts** at low prices. Huge **gift** shop
- [The Perfect Gift](http://www.braun.com/Canada)
Give The **Gift** Of A Close And Smooth Shave With Braun Series Shavers.
- [The Perfect Gift Idea](http://www.mymms.com)
MY M&M'S® Candies w/Your Own Words, Colors & Photos Make a Great **Gift!**
- [Jewish Baby Gift Ideas](http://www.bluefieldgifts.com)
Specializing in Jewish **gifts**, personalization & monogramming
- [ue du Soleil](http://cirquedusoleil.com)
Treat your friends with tickets to the Cirque's TOTEM show in Toronto
- [Personalized Teacher Gift](#)

Organic results:

- [Things Engraved - Personalized Gifts Canada - www ...](http://www.thingsengraved.ca/)
Things Engraved, A Canadian Retailer Specializing in Personalized and **Engraved Gifts**.
Store Locator - Gifts For... - Wedding Gifts - Type of Gifts
- [Customer ... - Things Engraved - Personalized Gifts Canada - www ...](http://www.thingsengraved.ca/customer-service.php)
Ordering from Things **Engraved** is easy! Use the side menus to browse our wide ...
- [Tiffany & Co. | Engraved Gifts | Canada](http://www.tiffany.ca/Shopping/Category.aspx?cid=288209)
Engraved Tiffany designs are cherished always. browse **engraved gifts** · browse baby gifts. ABOUT ENGRAVING and monogramming. Learn about Tiffany's ...



Key SEO Features

1. SEO friendly URLs with keywords
2. Sitemap Generator improvement
3. Manage URL keywords via Management Center (CMC)
4. 301 redirect
5. Manage title, meta-description via CMC
6. Advanced E-site support
7. Ease of Migration: Tool to migrate from current Madison based URLs to new URLs
8. Better 404 error handling
9. Ability to specify canonical URLs



Feature 1 – SEO Friendly URLs with keywords

- **Challenge 1:** Dynamic URLs (with ?, &) are not being indexed by search engines (e.g. Google)

e.g.

<http://www.madisons.com/webapp/wcs/stores/servlet/TopCategoriesDisplay?storeId=10001&catalogId=10001&langId=-1>

- **Challenge 2:** When search engines (e.g. Google) analyze the pages, there are specific locations that are given more weight e.g. text in URL. So, it's important to allow keywords in URL.

- **Solution:** Improve our URL mapper to support:

- Surface meaningful keywords in URL
- Have URLs with folder type structure to easily remember them
- Shorten URL (shorten “webapp/wcs/stores/servlet” to “shop”)

e.g.

- <http://www.madisons.com/shop/en/madisons/furniture>
- <http://www.madisons.com/shop/en/madisons/furniture/lounge-chairs>



Feature 2 – Sitemap Generator Improvement

- **Challenge:** It takes long time for content refresh to be reflected in the search engine if there are many clicks required to get to the pages
- **Solution:**
 - Search engines (e.g. Google) allows site owners to submit a Sitemap XML file that contains a list of URLs for your site
 - WC provided a Sitemap Generator to generate these XML files
 - Generate a sitemap with the new SEO friendly URL formats
 - Generate search landing page URLs in the sitemap (Search landing page is a capability in our Solr Search feature where business users can specify a specific page to render for a specific search term)

Google webmaster tools

[Dashboard](#)

[Messages](#)

[Site configuration](#)

Sitemaps

Sitemaps

Submit a Sitemap to tell Google about pages on your site we might not otherwise discover.

Show submissions: **By me (0)** - [All \(0\)](#)



Feature 3 – Manage URL keywords via CMC

- **Challenge:** To improve ranking, business users should research the common keywords used by shoppers and then update the URL keywords through a user interface.
- **Solution:** Update the Management Center (CMC) to allow business users to review and update the URLs for both catalog pages and content pages (e.g. home, contact us)

FULO-03

Save Close

Manage Product Search Engine Optimization Descriptive Attributes Defining Attributes Merchandising Associations

Desktop URL keyword (United States English)

URL <http://70rtbvtx.torolab.ibm.com/shop/en/madisons/white-wing-chair>

CMC UI to update URL for Product page

Change URL keyword



Feature 3 – Manage URL keywords via CMC

Search engine optimization static pages

* Type	* Static Pages
	Sitemap
	Help
	Privacy
	Home

1 of 4 selected

Help

Desktop URL keyword (United States English)

URL <http://70rtbvt9.torolab.ibm.com/shop/en/madisons/help-contact-us>

CMC UI to update URL for Content page



Feature 4 – Automatically Handle 301 Redirects

- **Challenge:** When a URL is changed using Management Center, the credibility (PageRank) established by the old URL is lost. For example:

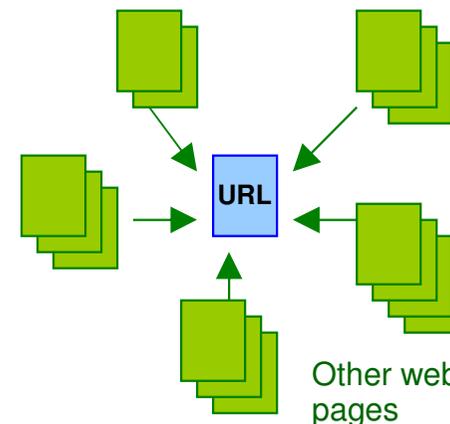
Old - <http://www.madisons.com/shop/en/madisons/furniture>

New - <http://www.madisons.com/shop/en/madisons/home-furniture>

- **Solution:** Automatically setup 301 redirects for the changed URLs. By doing that, Google will move the PageRank to the new URL

- **Business value:** Without 301 redirect, losing in ranking can potentially result in huge revenue loss

PageRank: The value of PageRank (credibility) is determined by the # of other pages linking to this URL.





Feature 5 – Manage Title, Meta-description & other SEO locations via CMC

- **Challenge:** Business users need a user interface where they can easily update the content in the locations that are important for SEO (e.g. title, meta-description)

- **Solution:**
 - Update the Management Center (CMC) to allow business users to review and update the content of those locations

 - Ability to define “master templates” for all category pages / product pages
 - E.g. Template Title: **<seo: ProductName />** at **<seo: StoreName />**
 - E.g. Product Title: **White arm chair** at **Madisons**

 - Ability for a particular product / category to override the template via CMC UI and provide specific values for those SEO locations



Feature 5 – Manage Title, Meta-description & other SEO locations via CMC

FULO-03 Save Close

Manage Product **Search Engine Optimization** Descriptive Attributes Defining Attributes Merchandising Associations A:

Desktop URL keyword (United States English)
URL <http://70rtbvtx.torolab.ibm.com/shop/en/madisons/white-wing-chair>

Page title (United States English) Use default
White Wing Chair | Madisons
 Override default

Meta description (United States English) Use default
Wing chair to complement any decor.
 Override default

Image alt text (United States English) Use default
Image for White Wing Chair from Madisons
 Override default

Change Page title

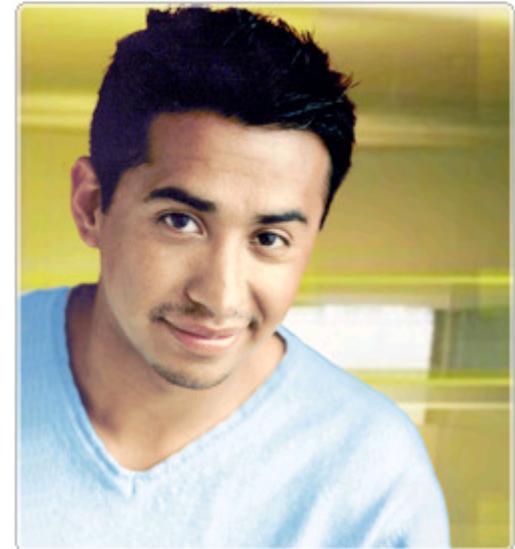
Change Meta Description

Change Image Alt text



Demo Scenario

- **David is an SEO consultant for Madisons**
- **How can David perform search engine optimization in Madisons store?**



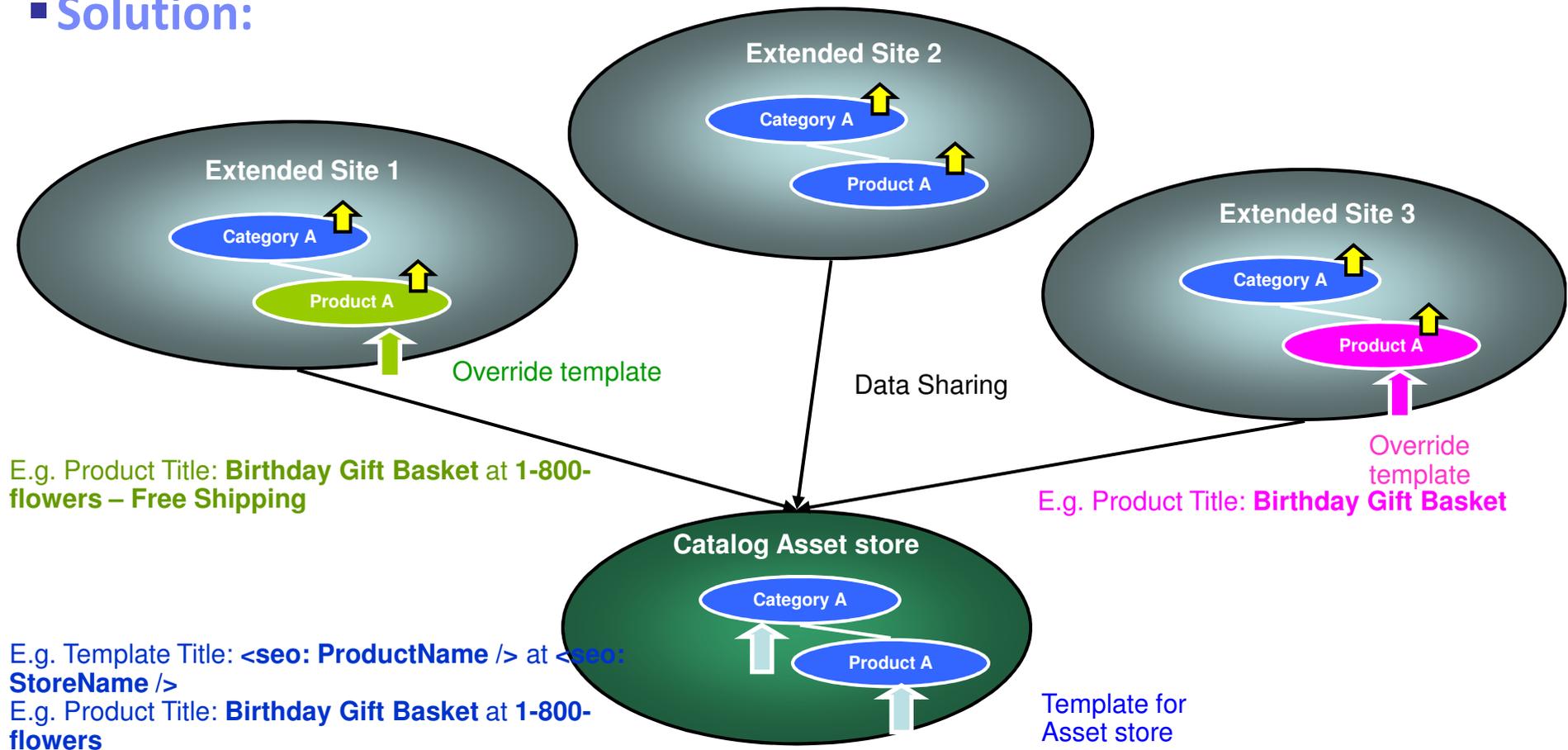
David
SEO consultant

Demo



Feature 6 – Advanced E-site support

- **Challenge:** Customers want the ability to override URL Keywords, Title & Meta tags for individual e-sites
 - e.g. Product A can have different URL Keywords and Titles for different e-sites
- **Solution:**





Feature 7 – Tool to Migrate from Current Store with Old URLs

- **Challenge:** Customers want a tool to help migrate the store from **Old** URLs to **New** SEO friendly URLs
- **Solution:**
 - Our solution provides a command line **utility that will populate default URL keywords** for all categories and products in the database based on their names.
 - In the store JSP pages, IT only needs to add pattern name to the existing **URL tag** (which is used to dynamically generate the URL)
 - Can easily search and replace
- **Example:**

```
<wcf:url var="catEntryDisplayUrl"  
patternName="ProductURLWithParentAndTopCategory" value="Product2">  
...  
</wcf:url>
```



Feature 8 – Better 404 Error Handling

- **Challenge:** Shoppers may mistype URL or use a very old URL (not recorded for 301 redirect). A 404 Error will be displayed. Customers would like to show meaningful content instead of a generic 404 error page.

- **Solution:**
 - Forward users to a page that the customer chooses with easy customization
 - Home page (by default)
 - Search page

 - This helps to keep shoppers in the flow



Feature 9 – Ability to Specify Canonical URL

■ Challenge:

- There may be many different paths to navigate to the same product page (thus, multiple different URLs)
- The PageRank will be impacted because the # of other pages linking to that page will be separated.

Example:

<http://www.madisons.com/shop/en/kitchenware/coffee-makers/aromastar-espresso-machine>

<http://www.madisons.com/shop/en/special-promotion/aromastar-espresso-machine>

<http://www.madisons.com/shop/en/aromastar-espresso-machine>

■ Solution:

- Search Engines support a tag called Canonical URL.
- This tag indicates to search engines that all the different URLs (same product) should map to 1 single Canonical URL (single).

PageRank: The value of PageRank (credibility) is determined by the # of other pages linking to this URL.



Feature 9 – Ability to Specify Canonical URL

■ Sample HTML – highlighted Canonical Tag:

Canonical Tag

```
<link rel="canonical" href="http://www.madisons.com/shop/en/aromastar-espresso-machine" />
```

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">

<!-- BEGIN ProductDisplay.jsp -->
<html xmlns:wairole="http://www.w3.org/2005/01/wai-rdf/GUIRoleTaxonomy#"
xmlns:waistate="http://www.w3.org/2005/07/aaa" lang="en" xml:lang="en">
<head>
<title>Product: White Fabric Roll Arm Chaise</title>
<meta name="description" content="Plumply padded for your ultimate comfort. Removable and reversible :
<meta name="keyword" content=""/>

<link rel="canonical" href="http://localhost/shop/en/madisons/white-fabric-roll-arm-chaise" />
<link rel="stylesheet" href="/wcsstore/Madisons/css/common1_1.css" type="text/css"/>
```



WebSphere Commerce SEO Solution Details (Summary)

■ SEO Features

Management Center for Business Users



- ✓ SEO friendly URLs
- ✓ URL keywords
- ✓ Redirects
- ✓ SEO content mgmt
- ✓ E-Sites support

Site Admin/IT Tasks



- ✓ Ease of migration
- ✓ Sitemap generation
- ✓ Canonical URL support

■ Goal:

- Provide SEO functions to facilitate the optimization of the store pages so that they can rank higher in the Google search result.



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