IBM Software Group

WebSphere Commerce v.6.0 Extended Sites

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ON DEMAND BUSINESS

Agenda

- What is Extended Sites?
- Business Scenarios for Extended Sites
- Creating an Extended Sites Store
- Extended Sites Packaging
- ExtendedSites.SAR
- Extended Sites Organization Structure
- Common LOB Tasks in Extended Sites
- What's New in v6 for Extended Sites
- Remodeling into Extended Sites
- Commonly Encountered Problems
- FAQ
- Additional References

What is Extended Sites?

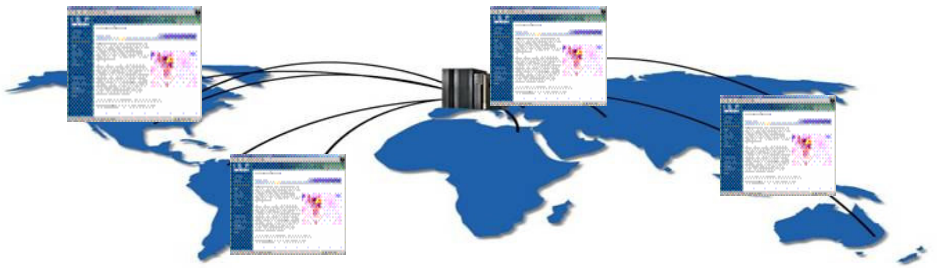
- One of the indirect business models offered by WebSphere Commerce v.6.0 (Enterprise Edition), which allows:
  - A seller to have many sites aimed at different audiences.
  - Sharing of assets such as a catalog or storefront assets.
- The main business scenarios for Extended Sites include:
  - Multiple Brands
  - Multinational Sales
  - Multiple Retail Geographies
  - Multiple Market Segments
  - Enterprise Account
  - Franchising
  - Partner Sites

Multiple Brands

- Indicators:
  - Customer has multiple product brands which need to be presented in a unique manner
  - Products belong to a single brand or to multiple brands
  - Checkout is done separately for each brand
  - Marketing campaigns/promotions are unique to each brand
- Industries commonly used in:
  - Retail, Automotive, Electronics

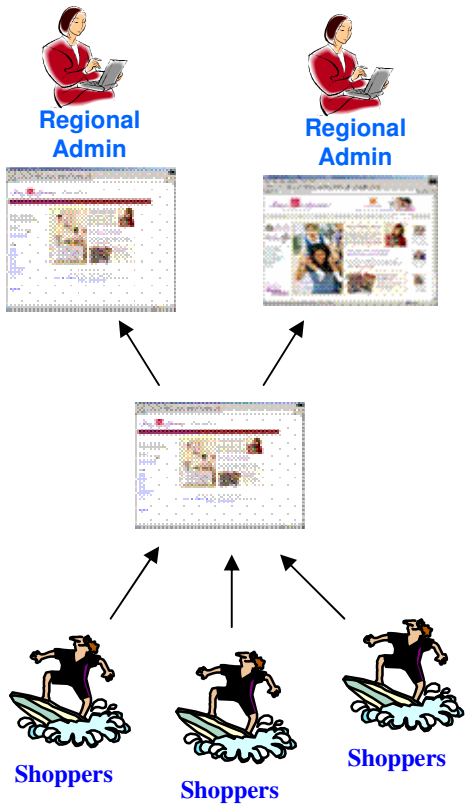
Multinational Sales

- Indicators:
  - Customer sells in multiple countries worldwide
  - Countries may share a product set, but price is per country
  - Each country requires its own language, currency, products, marketing campaigns/promotions, shipping/tax rules, and inventory
  - Consistent presentation among sites, with variations due to considerations such as language, culture, legal statements, etc
- Industries commonly used in:
  - All



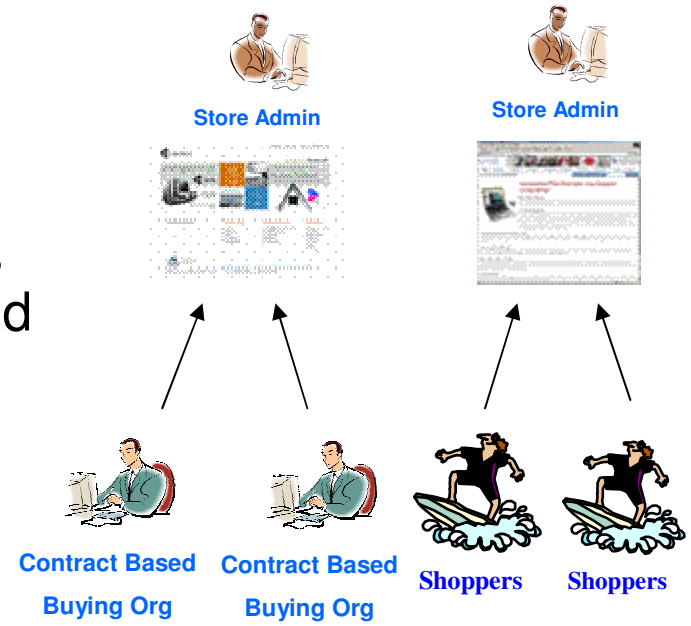
Multiple Retail Geographies

- Indicators:
  - Customer sells within a single country, but has specific regional needs
  - Products are shared across all regions, but available product set and pricing differ from region to region
  - Shopper is routed to the site for their region, and checkout is done at that level
  - Marketing campaigns may be at the country level or regional level
  - In-store kiosks may also be provided which reflect inventory available in a specific store
- Industries commonly used in:
  - Retail, Wholesales, Consumer Packaged Goods



Multiple Market Segments

- Indicators:
  - Customer sells to a number of different market segments, each of which requires access to different product set, prices, and site capabilities
  - Product catalog is shared among the segments
  - A market segment consists of a set of companies who have the same requirements for a site
  - Marketing campaigns may be targeted to specific market segments, or to all segments



- Industries commonly used in:
  - All

Enterprise Accounts

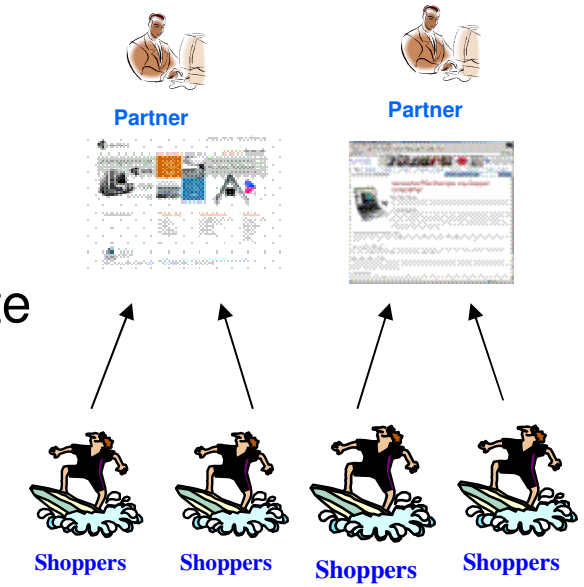
- Indicators:
  - Customer is selling primarily to large enterprise accounts
  - Each enterprise account requires a site which has a customized site presentation, flow, and capability
  - Product catalog is shared among all sites, but each site shows the product set and pricing specific to the account
  - Marketing campaigns/promotions are targeted to each account
- Industries commonly used in:
  - Wholesale, Retail, Electronics

Franchising

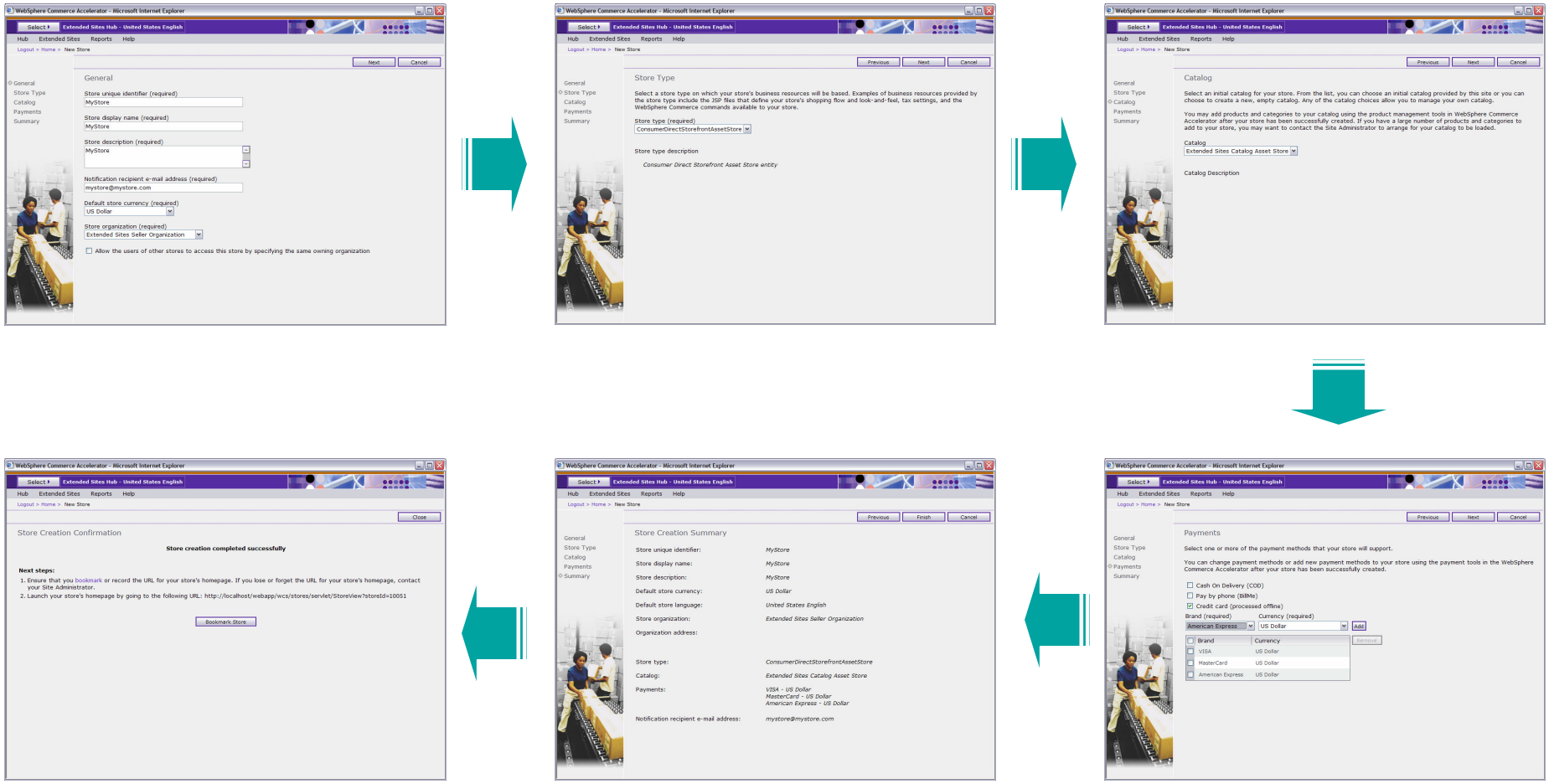
- Indicators:
  - Customer is selling through a number of different stores, each of which is owned and run by a franchisee
  - Customer controls product catalog and pricing, but may allow franchisee to sell a subset of the product catalog
  - Customer controls site presentation and functionality
  - Customer creates marketing campaigns and promotions which are pushed to the franchisees, but may also allow franchisees to create their own
- Industries commonly used in:
  - Retail

Partner Sites

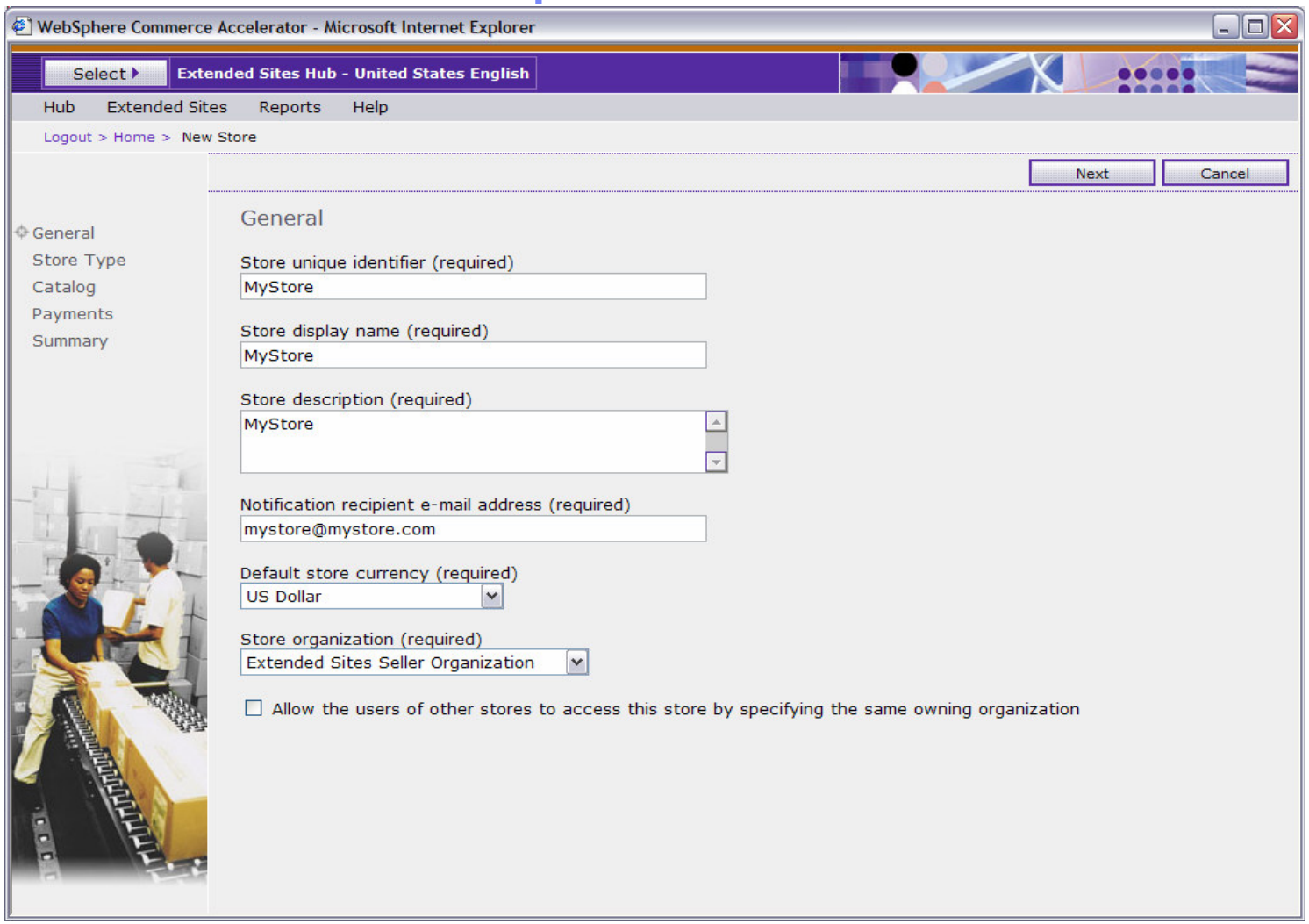
- Indicators:
  - Customer sells through a network of partners
  - Customer provides partners with product and price information, and the ability to create and maintain a site
  - Partners may also be given the ability to create their own products, change site style, and create marketing campaigns and promotions
- Industries commonly used in:
  - Electronics, Consumer Packaged Goods, Automotive



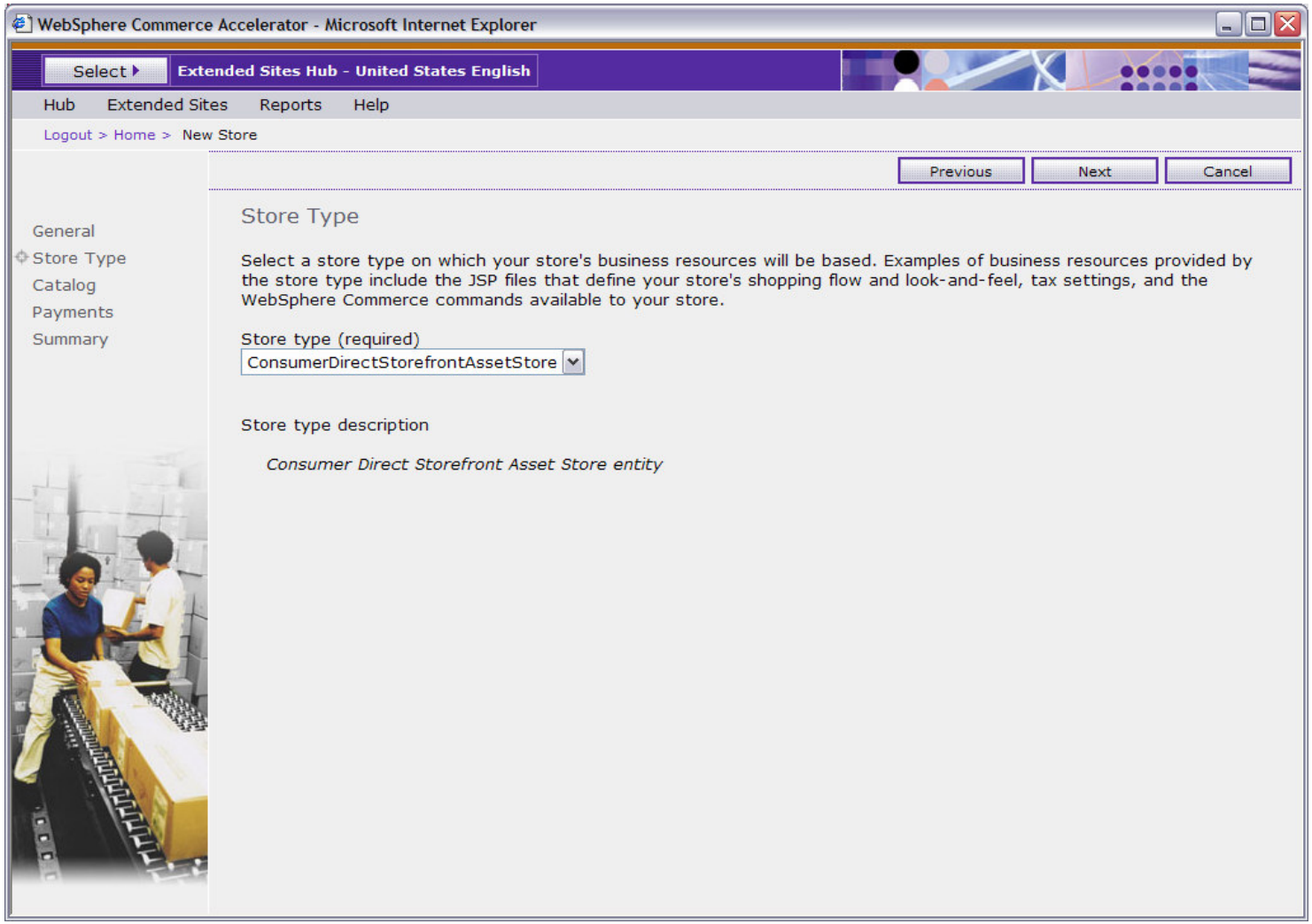
Creating an Extended Sites Store



Store Creation – Step 1

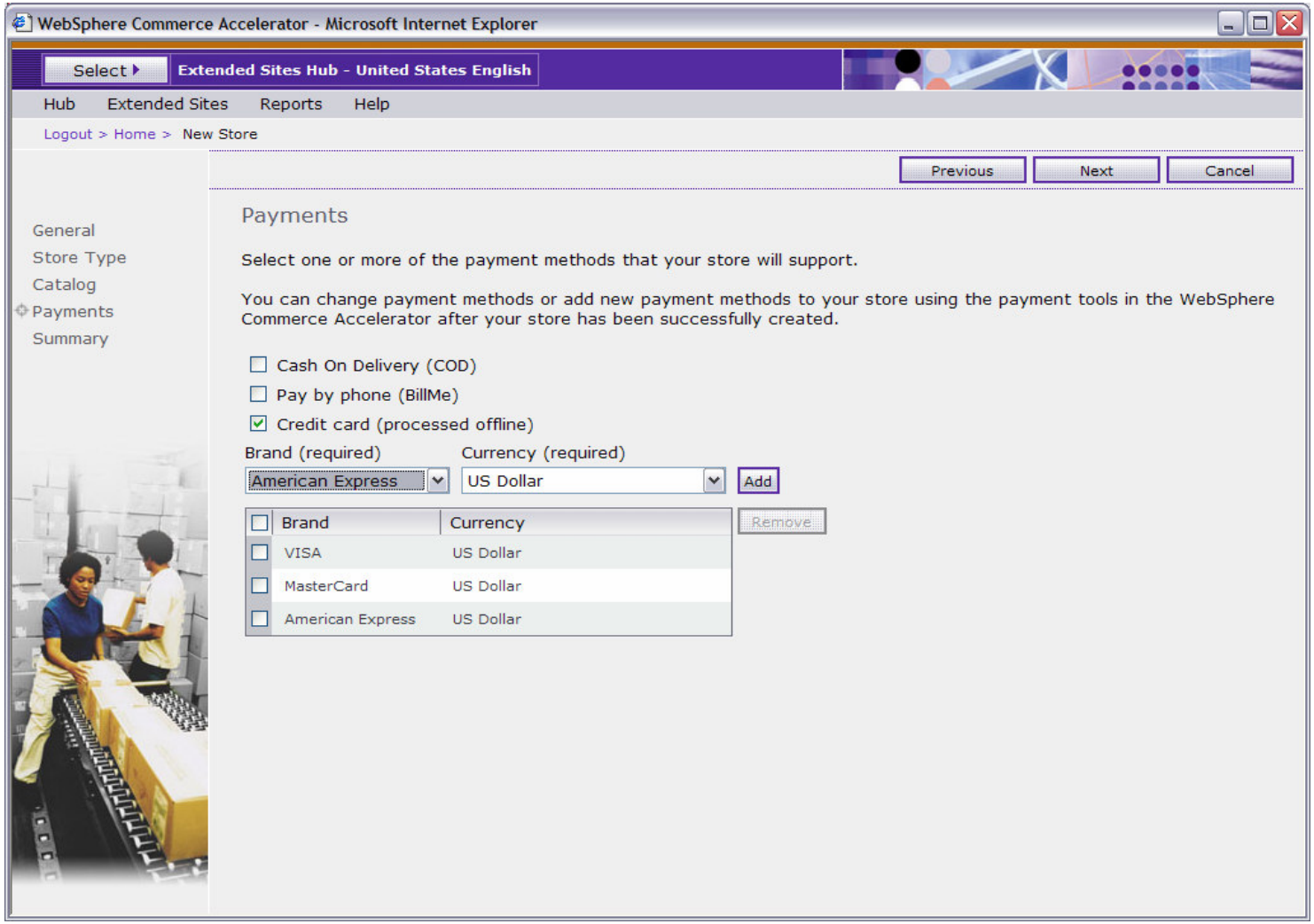


Store Creation – Step 2

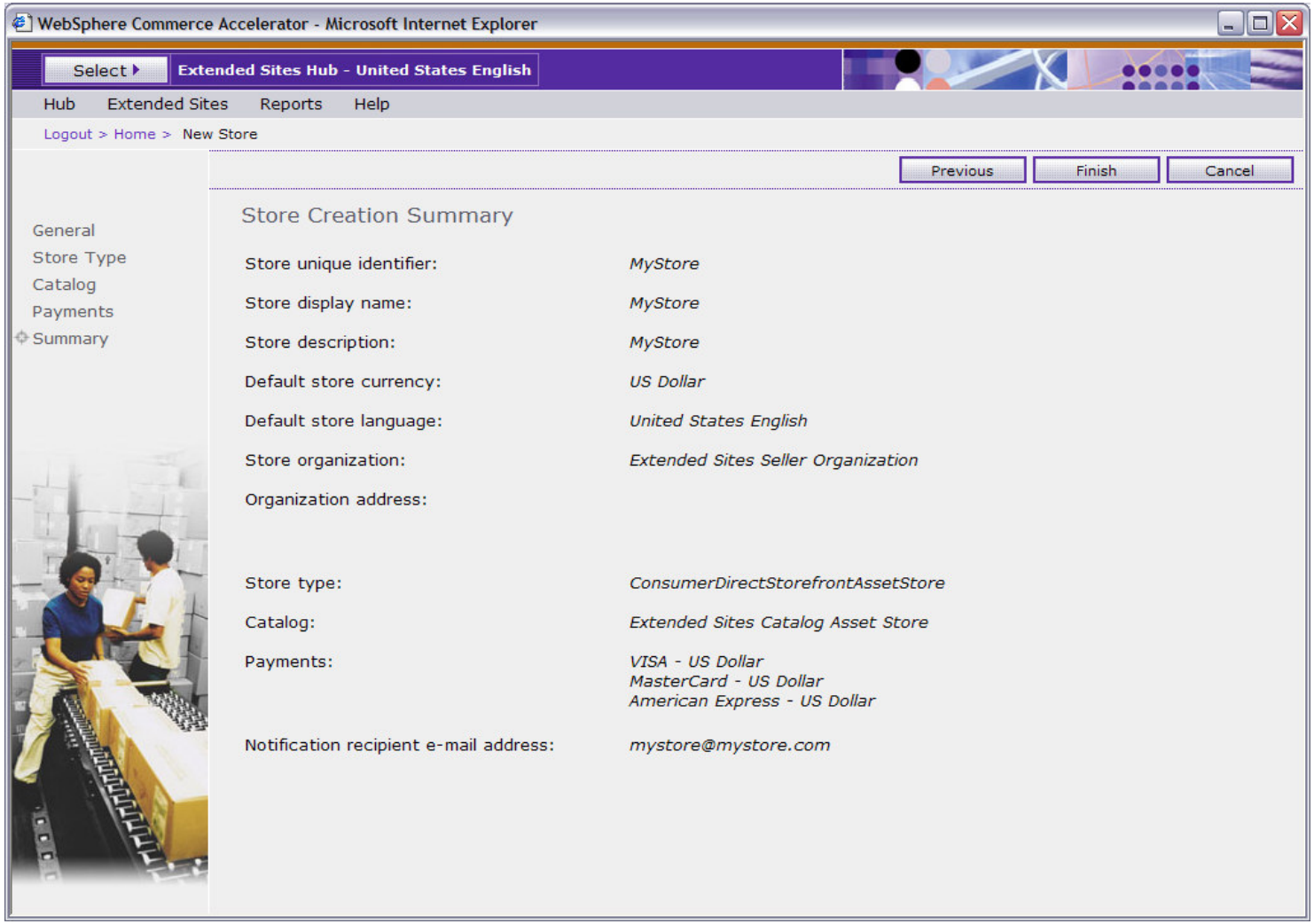


Store Creation – Step 3

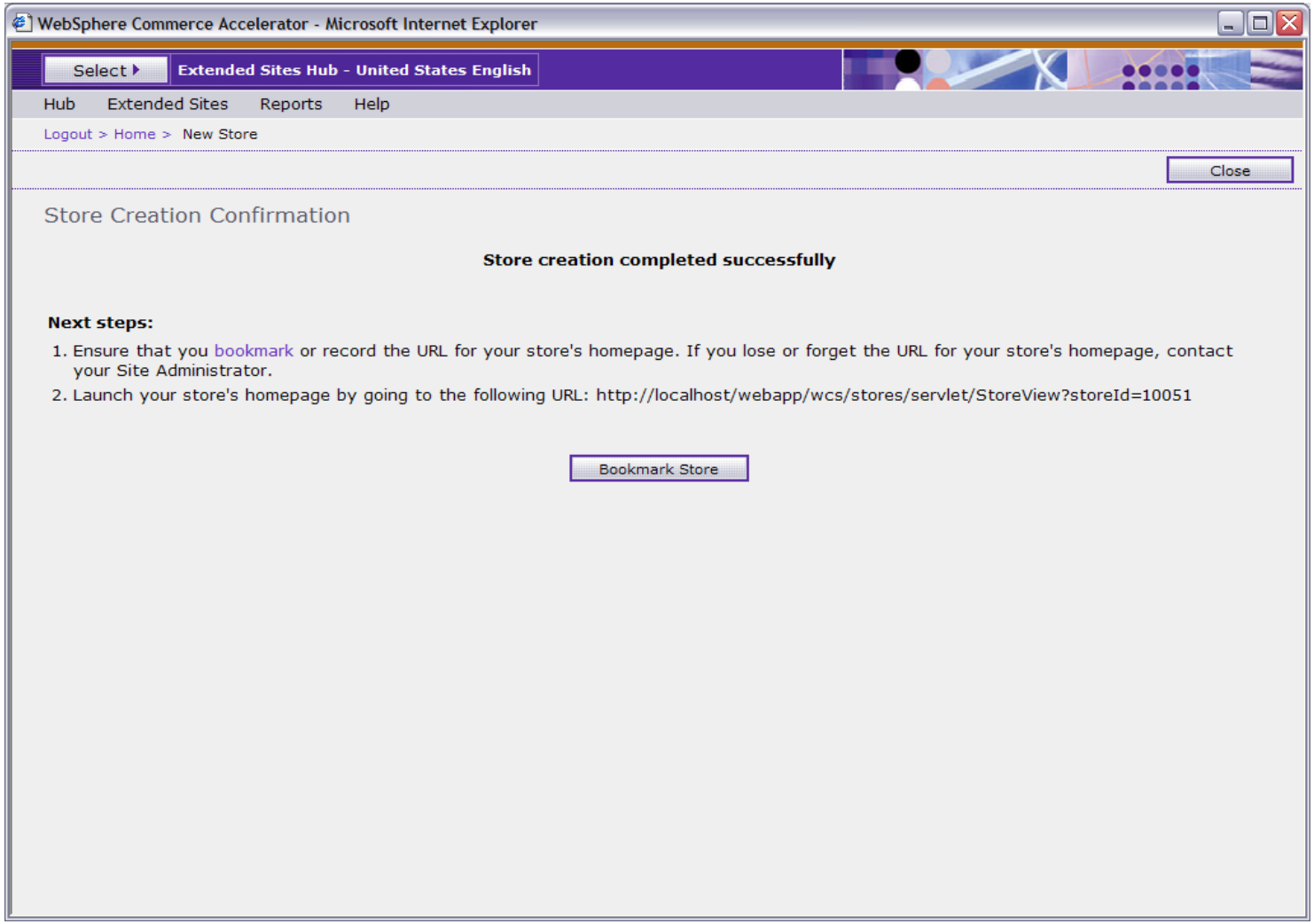
Store Creation – Step 4



Store Creation – Step 5



Store Creation – Step 6



Extended Sites Packaging

- Composite Store Archive:
  - ExtendedSites.sar
- Component Store Archive:
  - ExtendedSitesOrganizationStructure.sar
  - StoreDirectory.sar
  - ExtendedSitesHub.sar
  - ExtendedSitesCatalogAssetStore.sar
  - ConsumerDirectStorefrontAssetStore.sar
  - B2BDirectStorefrontAssetStore.sar

ExtendedSites.SAR

Folder	Contents
B2BDirectStoreFrontAssetStore	B2B presentation asset store: JSPs and images.
ConsumerDirectStoreFrontAssetStore	B2C presentation assets store: JSPs and images.
META-INF	Required by store publishing tool.
SAR-INF	Store publishing wizard UI configuration parameters.
Tools	Flex-flow files.
WEB-INF	Massload data for Extended Sites.
xml	MemberRegistrationAttributes.xml

Organization Structure

Created from store creation wizard

Created from bootstrap data

Created from store publishing

Created from self registration

User has registered customer role

Store relationship

Default Org

Root Org

Buyer Org

Registered Customer

Extended Sites Seller Org

Extended Sites Org

B2C Store Org

B2B Store Org

Asset Store Org

Extended Sites Hub Org

B2C Extended Store

B2B Extended Store

B2C Presentation Asset Store

B2B Presentation Asset Store

Catalog Asset Store

Extended Sites Hub

Common Tasks for LOB Users

- Catalog Asset Store:
  - Master Catalog
    - Merchandising Association
    - Bundles and Kits
    - Categories
    - Products and Items
  - ✘ Sales Catalog
- Storefront Asset Store:
  - Marketing Campaigns
    - Customer Segments
    - Campaigns
    - Campaign Activities
    - Promotions
    - E-Marketing Spots
    - Ad Copy
  - Base Contracts (B2B)
- Extended Site Store:
  - Open/Close Store
  - Marketing Campaigns
  - Master Catalog
    - Catalog filtering
    - Add products for the specific store
  - ✘ Sales Catalog
  - Change Styles & Flow
  - Configure Shipping & Taxes rates
  - Manage Inventory
  - Customer Accounts & Contracts (B2B)

What's New in v6.0 for Extended Sites?

- VIEWREG and URLREG tables have been removed as Commerce V 6.0 uses struts framework.
- Out of the box SAR files are struts enabled. Store publish has the ability to insert/update entries in the Stores.war/WEB-INF/struts-config-ext.xml.
- Store look and feel tools like change pages, change flow, change style, and manage files use the WAS EAR update utility to copy all the store web assets to the Commerce EAR. Therefore, there is no limitations with running on a multi-node environment.

What's New in v6.0 for Extended Sites?

- All major changes are in the basic ConsumerDirect and AdvancedB2BDirect assets.
- New look-and-feel for ConsumerDirect and AdvancedB2BDirect.
- ConsumerDirect and AdvancedB2BDirect share a common framework that allows for easily changing the shells of a store (i.e. header, sidebar, footer and right panel).
- A high number of JSP snippets are being shared across ConsumerDirect and AdvancedB2BDirect stores, making it simpler to move desired snippets or code from one store to the other.

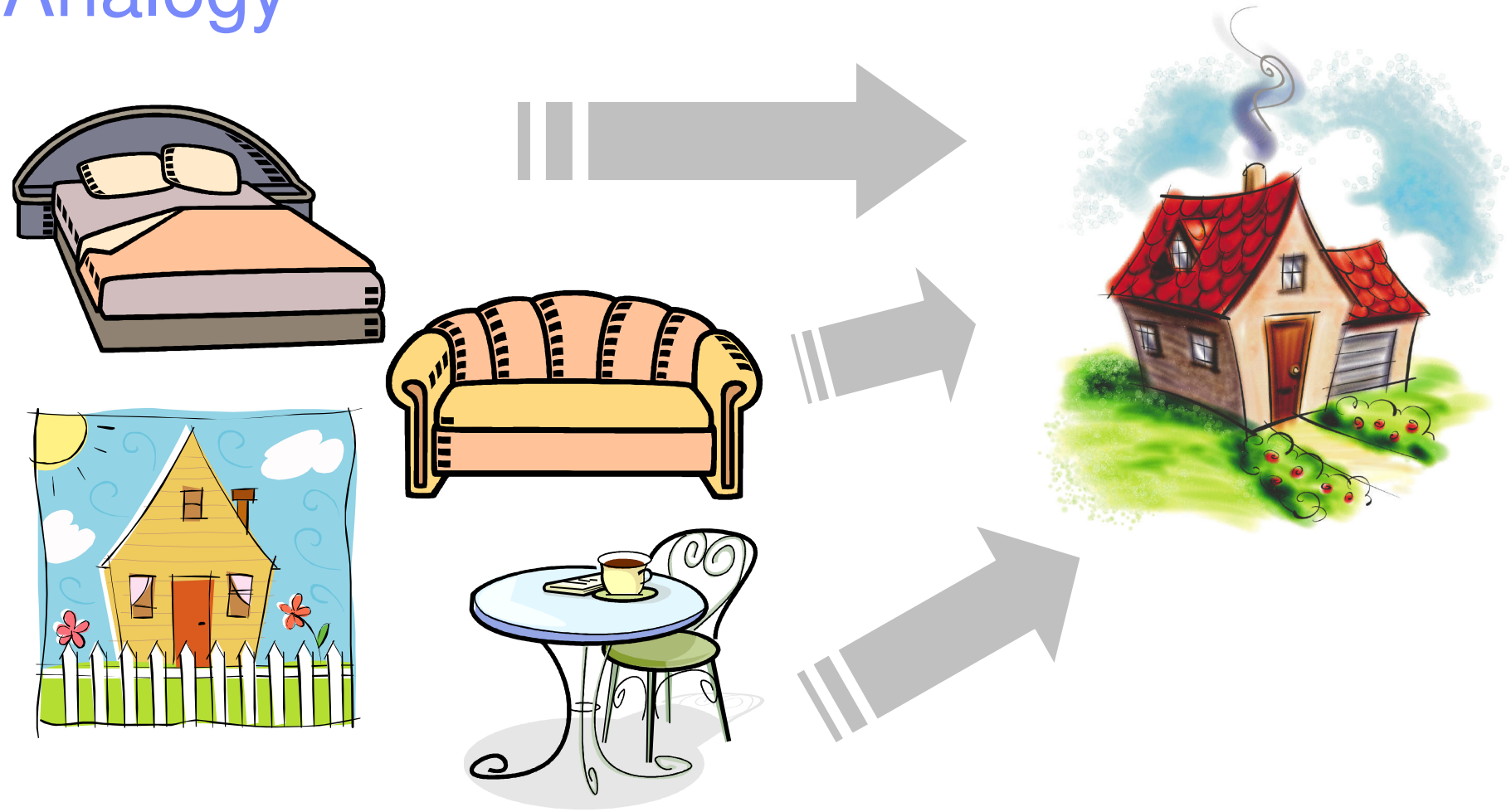
What's New in v6.0 for Extended Sites?

- Starter Store Feature Enhancements:
  - AdvancedB2BDirect store can be configured to support guest shopping
  - Starter store sample cachespec.xml are written to utilize page caching instead of fragment caching.
  - Stores display tiered pricing if it is setup (i.e. 1 – 4 $ 10, 5-10 $8).
  - Content spots are used throughout the store to display different messages and images.
  - Attachments that are linked to a product will be displayed accordingly in the catalog browsing pages.
  - At store publish time, you can choose your inventory system (i.e. ATP, non-ATP, no inventory), and choice of sample data or not.

What's New in v6.0 for Extended Sites?

- Starter Store Feature Enhancements:
  - Future orders: shopper's ability to set the requested shipping date for each of their order items in their shopping cart.
  - Expedite orders: shoppers can determine if they want to expedite their order.
  - Shipping instructions: shoppers can enter specific shipping instructions to each item in their order (for example: gift wrapping instructions, delivery instructions, etc).
  - Ship as complete or partial shipments: shoppers can choose if they want to ship the entire order as a whole or have partial shipments as the order items become available.
  - Multiple payments per order: shoppers can allocate multiple payment instructions for their orders. For example, shopper can pay partial amount using a gift certificate, and the remaining order amount using their Visa card.

Remodeling into Extended Sites - Analogy



Remodeling Process Overview

- Assuming a edition upgrade (Pro to Enterprise), here are the high-level steps in the methodology:

Building the new house

- Install EE software stack on a separate machine
- Publish Extended Sites model and create a new hosted store.
- Design and configure the proper org structure, member associations, access control policies and storepaths in the Extended Sites model.
- Test the newly configured Extended Sites model.

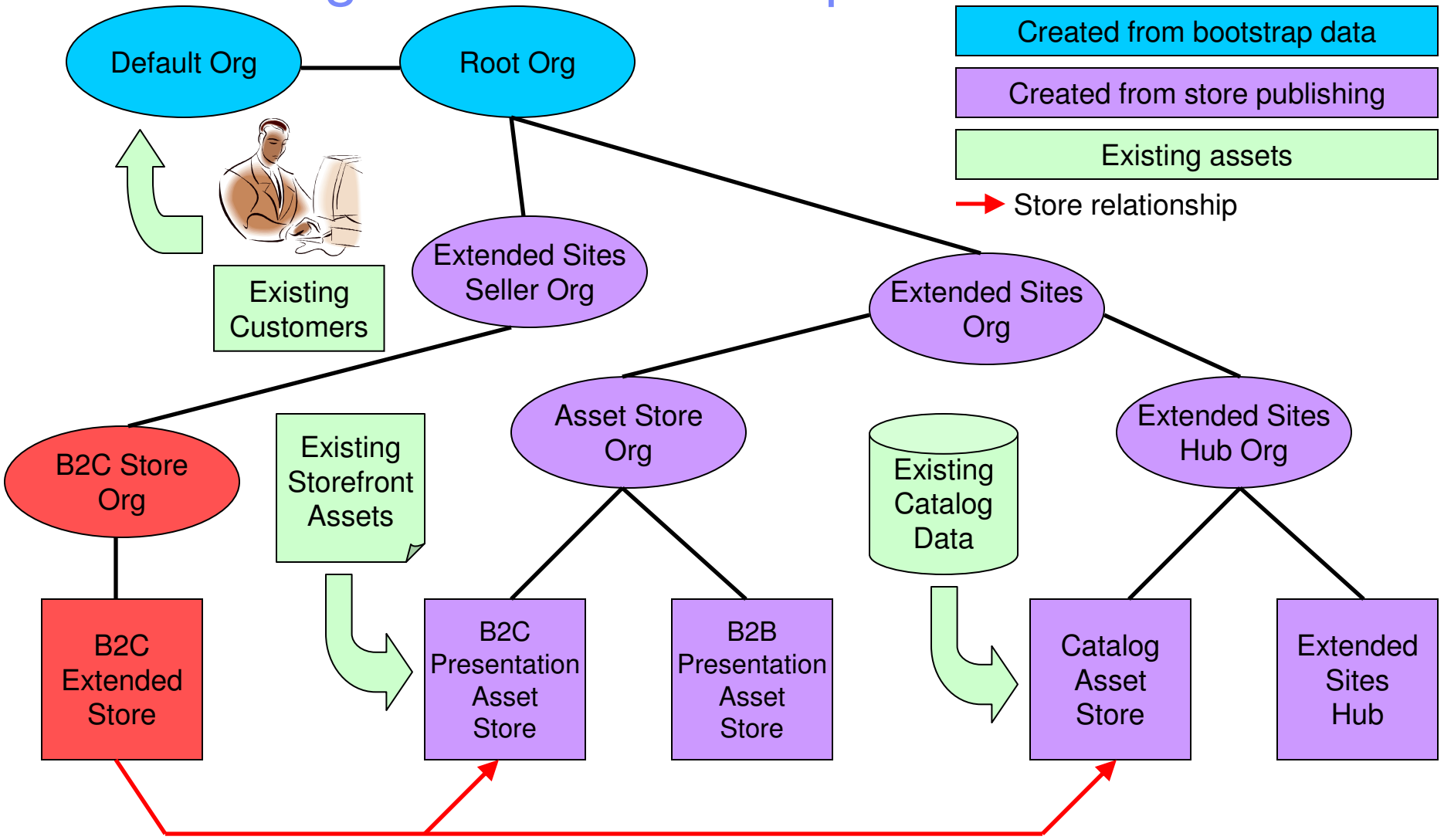
Moving the furniture

- Move assets and data over from existing PE machine (e.g. member data, catalog data, order data, customization code, store assets, etc...).
- Perform regression testing.

Moving in!!

- Deploy the new store.

Remodeling Process – Example



Remodeling Effort

- Here are some rough ballpark sizing metrics for this process:
  - Install BE and publish eSites model (1 day)
  - Design, configure and test org structure etc... (1 week)
  - Migrate existing data (1-2 weeks)
    - Depends on the amount of data and assets to migrate from PE machine
  - Testing (as appropriate)
    - Depends how much regression testing is needed.

Commonly Encountered Problems (1)

- **Unable to bring up an extended site's store home page after publishing**
- **Problem:**
  - After successfully publishing an ExtendedSites.sar from the WebSphere® Commerce Administration Console, you select the job number and click Details, then click Launch Store. The following message is returned: The store's URL could not be determined. Refer to the log for details.
  - From the SystemErr.log file, you see this message: Failed to determine the URL to launch the store.
  - No additional information is provided. The messages.txt and trace.txt files show no error.
- **Cause:**
  - The Extended Sites starter store does not have an actual storefront until the stores are created using WebSphere Commerce Accelerator.
- **Solution:**
  - Create a new store from WebSphere Commerce Accelerator: See slides on “Creation a Extended Sites Store” for details.

Commonly Encountered Problems (2)

- **NullPointerException when viewing the summary of the "Free ground shipping" sample promotion seen in the Extended Sites and the Demand Chain starter stores**
- **Problem:**
  - When using the Automotive, Medical, or Hardware sample catalog with the ExtendedSites or DemandChain starter store, an exception is displayed when the administrator selects Marketing > Promotions > Free ground shipping sample promotion > Summary.
  - The "Free ground shipping" sample promotion XML file specifies an incorrect shipping mode. This error causes a problem when viewing the promotion.
- **Cause:**
  - The "Free ground shipping" sample promotion XML file specifies an incorrect shipping mode. This error causes a problem when viewing the promotion.
- **Solution:**
  - Edit the sample promotion using the WebSphere Commerce Accelerator and save the information:.
  - Log on to WebSphere Commerce Accelerator.
  - Select the B2BDirectStorefrontAssetStore or the B2BDirectResellerStorefrontAssetStore.
  - Click Marketing > Promotions.
  - Select Free ground shipping promotion from the list and click Change.
  - Click Purchase condition then click OK.

FAQ (1)

- Does Extended Sites support sales catalog? Why can't I find the sales catalog tool in Accelerator?
  - The WC runtime does support sales catalog and so it will work in Extended Sites. However, the sales catalog tool is disabled by default in Extended Sites due to its limitation to process catalog filters.
- Can a single Extended Sites instance support both a B2B and a B2C hosted store at the same time?
  - Yes, Extended Sites supports a mixture of hosted B2B and B2C stores.
- Can all assets be shared across hosted stores?
  - No. There are 2 types of assets that can not be shared across stores: inventory and shopping cart. In Extended Sites, inventory is managed at the hosted store level and a shopping cart is tied to a store.

FAQ (2)

- How many hosted stores can an Extended Sites instance support?
  - There is no technical limit on how many stores can be created in a single instance. However, one should consider the performance implications that the additional stores might have on the overall system.
- Is there an easy way to delete a hosted store?
  - Yes. Launch the Accelerator and manage the Hub. Select View Stores -> Delete. It is also a good idea to run dbclean after the store is deleted.

Additional References

- WebSphere Commerce v.6.0 Information Center: http://publib.boulder.ibm.com/infocenter/wchelp/v6r0m0/index.jsp
- Redbook: Extended Sites in WebSphere Commerce Business Edition V5.6.1
- Redpaper: Accounts and Contracts in WebSphere Commerce v.5.6.1
- Redpaper: Remodeling a Standard Store into the Extended Sites Model With WebSphere Commerce Business Edition V5.6.1

Summary

- You have learned:
  - What is Extended Sites and its business scenarios
  - How to create an Extended Sites store
  - Extended Sites packaging and ExtendedSites.SAR
  - Extended Sites organization structure
  - Where to perform common tasks for LOB users
  - What's new in v6 for Extended Sites?
  - Remodeling into Extended Sites
  - Commonly Encountered Problems
  - FAQ
  - Additional References

Additional WebSphere Product Resources

- Discover the latest trends in WebSphere Technology and implementation, participate in technically-focused briefings, webcasts and podcasts at: www.ibm.com/developerworks/websphere/community/
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- Learn about the Electronic Service Request (ESR) tool for submitting problems electronically: www.ibm.com/software/support/viewlet/probsub/ESR_Overview_viewlet_swf.html
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Questions and Answers