



WebSphere. software

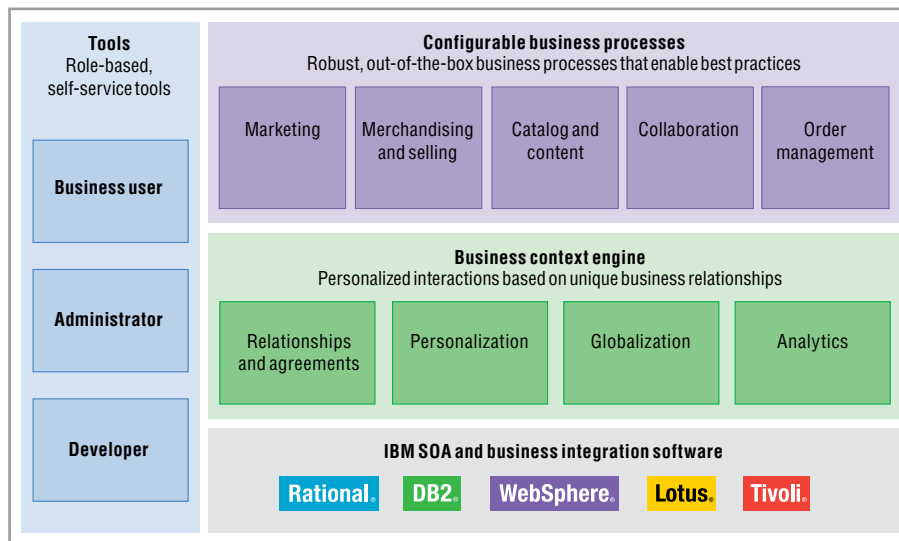
IBM WebSphere Commerce, Version 6.0

Highlights

- **Supports all of your business models and e-commerce sites—whether B2C or B2B—on a single platform**
- **Provides intuitive, role-based tools to enhance the productivity of your customers, partners and employees**
- **Speeds and simplifies the deployment and management of differentiated e-commerce sites while maximizing performance, scalability and adaptability**
- **Provides rich, out-of-the-box capabilities for marketing, merchandising, catalog and content management, B2B selling, order management and more**
- **Delivers a rich, relevant experience to customers and partners by extending a common set of business services across every point of interaction**
- **Offers the industry's most complete middleware platform to provide seamless integration of channels, processes and systems**

Next-generation e-commerce to meet evolving demands

With online sales continuing to grow at double-digit rates, and with the Internet influencing at least 20 percent of sales in other channels,^{*} companies big and small recognize e-commerce as a strategic priority. They now realize that e-commerce is more than just an online shopping cart; it's an integral part of their overall business strategy. It's not just about doing new business in a single channel; it's about doing business more effectively in all channels. And doing business more effectively means meeting the increasing demands of consumers and business customers to interact with your business on their terms, whenever, wherever and however they want—whether on the Web, in a store or using a call center.



WebSphere Commerce software enables you to implement your commerce initiatives based on a single, unified platform.

During the dot.com boom in the 1990s, many companies built their own e-commerce capabilities or invested in immature technologies in the rush to build e-commerce sites to capture their share of the exploding demand for goods and services online. And because they were pressured to establish an online presence quickly, most companies deployed their e-commerce platforms without thinking about their long-term needs. Over time, e-commerce has proven to be a viable and profitable sales channel, and perhaps more important, has demonstrated its potential to improve business in all other channels. Unfortunately, as first-generation e-commerce platforms age, they increasingly fail to meet more-sophisticated customer demands, and prevent companies from realizing the full strategic benefits of e-commerce.

As you rely more on the online channel, serve more constituents and handle an increasing number of business processes, the importance of e-commerce to your business grows. You need new business capabilities to support your competitive strategies.

You need higher levels of performance and scalability to support growth.

You want to deliver the consistent and relevant experience that your customers have come to demand. And you need to maximize the productivity and effectiveness of your partners and employees. At the same time, you must continue to control costs and optimize operations. To achieve all of this, you need a robust, next-generation platform capable of supporting all of your e-commerce needs and goals.

Looking to the future, you want a solution that supports all of the ways you do business—today and tomorrow. A market-leading solution that is proven in your industry. A solution offered by a world-class vendor that you can count on today and in the future to support your critical, cross-enterprise and global needs. The next generation of e-commerce is here.

Used by top enterprises and widely regarded as an industry-leading e-commerce solution, IBM WebSphere® Commerce, Version 6.0 provides a forward-looking solution designed to address all of your company's e-commerce needs. Whether you need a simple online store or a fully integrated,

multichannel sales network, you can use WebSphere Commerce to support each of your company's business models and touch points. This single, unified customer interaction platform enables you to conduct business directly with consumers and businesses, and indirectly through channel partners—or all of the above, simultaneously. Regardless of whether you are a small or midsize business, or a large, global enterprise, WebSphere Commerce can help you achieve your On Demand Business goals.

WebSphere Commerce software is designed to help businesses that want to:

- *Deploy their first serious e-commerce site to reach new customers and markets, and to better serve existing customers.*
- *Replace an outdated or failing e-commerce site or consolidate all of their customer-facing sites and e-commerce initiatives on a single platform.*

- Establish *the foundation for a multichannel strategy, integrating all of the channels and touch points they use to do business with their customers (Web, store, call center and so on).*
- Automate *unique, complex business-to-business (B2B) contractual agreements and business relationships online.*
- Better serve *downstream channel partners and enable them to better serve their customers.*

Depending on which of these goals best applies to your business, you can choose from three editions of WebSphere Commerce:

- IBM WebSphere Commerce Express, Version 6.0 *provides the core capabilities growing firms need to get started or expand their e-commerce site at a minimum investment – all on a solid platform that can support more advanced functionality as their needs grow.*

- IBM WebSphere Commerce Professional, Version 6.0 *provides a robust online selling environment that enables companies to offer personalized, cross-channel shopping experiences. The product's infrastructure can support and integrate multiple sales channels and touch points, including Web, kiosk, point-of-sale (POS), call center and more.*
- IBM WebSphere Commerce Enterprise, Version 6.0 *provides a powerful, flexible solution built on a unified platform for running large, high-volume B2B and advanced business-to-consumer (B2C) e-commerce sites for global businesses. It supports multiple sites, complex direct and indirect business models, contractual agreements, dynamic negotiations and role-based member management.*

All three editions are built on the same 100 percent Java™ 2 Platform, Enterprise Edition (J2EE) technology-based architecture. You can accelerate time to market by taking advantage of the preintegrated infrastructure and extensive out-of-box capabilities.

And the standards-based tools of WebSphere Commerce enable you to adapt and extend your e-commerce environment to differentiate your business and to quickly meet any opportunities or demands that might arise after your site is operational.

Enabling cross-channel implementation

Consumers and business buyers have grown accustomed to the always-on nature of the Web and have already experienced what technology-savvy sellers can do for them. Their loyalty is hard won and harder kept. It is no longer sufficient simply to offer them an online catalog for placing orders; you now have to provide a convenient, enjoyable and informative experience—whether the customer is interacting with your Web site, your employees or your channel partners. The ability to create a flexible, convenient and seamless customer and trading-partner buying experience is vital in today's On Demand Business world. Providing a single point of access for your employees, trading partners and customers can help ensure that information is timely and accurate and service is consistent and relevant.

WebSphere Commerce, Version 6.0 helps you deliver a consistent and relevant experience to customers and partners by extending a common set of business services across every sales channel and point of interaction. The product includes features designed to help you build a fully integrated, multichannel sales network that uses the IT systems you already have in place. By implementing multichannel integration, you can help improve the customer experience and increase the efficiency and effectiveness of cross-channel selling processes. Enabling customers to do business with you through a variety of options helps maximize wallet-share and build long-lasting relationships. WebSphere Commerce includes the following key capabilities:

- *Sales Center for WebSphere Commerce provides contact-center representatives with the functionality they need to service and upsell cross-channel customers.*

- *Gift Center for WebSphere Commerce provides retailers a complete multichannel gift registry solution. It can operate as a Web-only gift registry, integrate to an existing back-end registry system, or stand on its own as a centralized cross-channel solution.*
- *Cross-channel order processing provides cross-channel business processes to efficiently serve constituents such as customers, contact-center representatives, gift registrants and distribution-channel partners. Interfaces integrate with external systems such as POS, kiosk, enterprise resource planning (ERP) and fulfillment systems.*
- *Other cross-channel processes, including in-store online shopping using a kiosk or other interface, online order and in-store pickup, cross-channel returns and availability, and order-status checking, provide a rich customer experience.*
- *Business intelligence and marketing experimentation capabilities provide insights that help you understand your customers and your business better.*
- *Other e-mail, contract and request-for-quote (RFQ) capabilities enable consistent and seamless cross-channel selling processes.*

Empowering customers, partners and employees

Today's consumers and business buyers have unprecedented access to information about brands, products and services. In an always-on marketplace, competitors are only a click away — and brand loyalty is practically nonexistent. Web-savvy customers are much more demanding about what they expect in the shopping experience, and are often even more knowledgeable than the sales associates serving them. In this highly competitive environment, companies struggle to find ways to attract new customers — and more importantly — keep them coming back. It is becoming clear that customer experience is the only sustainable differentiator.

WebSphere Commerce, Version 6.0 helps you deliver a satisfying and differentiated customer experience by providing rich, easy-to-use features to help customers serve themselves — as well as intuitive, roles-based tools to help employees and partners better serve customers. These tools can help you increase the productivity and effectiveness of business users, while helping decrease the time, cost and effort of IT resources needed to support them. Key capabilities include:

- *The WebSphere Commerce business context engine enables your business to present a single face to your customers across channels. This component serves up the context behind every interaction (purchase history, preferences, locale, contractual agreements and so on) to help ensure a highly personalized and consistent customer experience.*
- *Guided selling provides automated sales assistance and product comparisons to guide customers through the research and decision-making process.*
- *Work spaces give business users end-to-end control over the creation, management and publishing of product information, Web content, promotion rules and campaign information – without help from IT.*
- *Attachments provide a productive and easy-to-use graphical interface for managing files related to products. Business users can load, manage and define file content, such as images, user manuals, warranty documents and Macromedia Flash content.*
- *The e-mail template editor provides an easy-to-use interface to control the e-mail campaign process without help from IT. Campaign managers use a graphical interface to create and preview the text and imagery used in an e-mail campaign.*
- *WebSphere Commerce extended sites capability enables you to create multiple, unique sites to serve different brands, regions or targeted groups of customers. Each of these sites can have a unique look and feel, and can implement business rules and policies unique to the customer relationship (special pricing and product entitlement, for example). Yet the unique sites coexist on the same infrastructure, sharing as much data and business logic as possible to ease operation and management. You can also use the extended sites capability to enable downstream channel partners to create and manage their own e-commerce sites with easy-to-use, Web-based tools. You can control site presentation as well as catalog content, or you can allow partners to customize the sites and catalogs.*

Build on a solid foundation

As more customers do more business over the Web and other interactive channels, the operational quality and reliability of those channels becomes more critical. Dissatisfied customers can easily move on to your competitors, so sites must be always available, easy to navigate and performing at top speed, regardless of traffic spikes. At the same time, you must remain responsive to rapidly arising opportunities and changing requirements.

WebSphere Commerce, Version 6.0 helps you simplify the deployment of e-commerce sites and business functionality, helping to reduce the time it takes to implement, test, tune and integrate the solution and its associated infrastructure. And through its foundational leadership, WebSphere Commerce also helps give you the performance, uninterrupted availability and security your customers demand, through the following key capabilities:

- *Preconfigured business models, starter stores and code samples to accelerate your B2C, B2B and multichannel e-commerce implementations*
- *Reusable assets across multiple sites that enable you to quickly and easily deploy more e-commerce sites, reusing any of the design, business logic or content you choose from the original site*

- *Full exploitation of the WebSphere application-serving platform to help ensure maximum scalability, optimal site performance and workload management, and ease of operations*
- *Simplified clustering, which allows you to easily configure and manage hardware and software to achieve higher levels of performance and reliability with potentially less cost and complexity*
- *A standards-based development environment that uses and extends the award-winning WebSphere integrated team-development environment based on open-standards-based Eclipse technology*

For more information

WebSphere Commerce is a single, unified platform that enables businesses to deploy a wide variety of On Demand Business initiatives—from a basic online store, to multiple integrated touch points such as kiosks, call centers and the Web, to a fully automated, multitier demand chain. WebSphere Commerce helps companies of all sizes achieve their On Demand Business goals—helping them to ensure that their customers can do business with them when they want, where they want and how they want.

To learn how the IBM WebSphere Commerce, Version 6.0 family of offerings can help develop and drive your e-commerce strategy, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/software/commerce

To join the Global WebSphere Community, visit:

www.websphere.org

IBM WebSphere Commerce, Version 6.0 at a glance

Operating environment: IBM AIX®

Hardware requirements

- IBM RS/6000® (44P Model 170 or later) or IBM @server® pSeries® 640
 - 2GB available memory per processor for the first WebSphere Commerce instance
 - 1GB paging space per processor
 - 6GB available disk space
 - CD-ROM drive
 - A local area network (LAN) adapter that supports TCP/IP
 - A graphics-capable monitor
-

Software requirements (one of the following)

- AIX, Version 5.2 with Maintenance Level (ML) 05 or later
 - AIX, Version 5.3 with ML01 or later
-

Operating environment: Microsoft® Windows®

Hardware requirements

- Intel® Pentium® III processor at 733MHz or later
 - 2GB available memory per processor for the first WebSphere Commerce instance
 - 2GB available disk space for program files
 - CD-ROM drive
 - A LAN adapter that supports TCP/IP
 - A graphics-capable monitor
-

Software requirements (one of the following)

- Windows 2000 Server with Service Pack (SP) 4 or later
 - Windows 2000 Advanced Server with SP4 or later
 - Windows 2003 Server Enterprise Edition
 - Windows 2003 Server Standard Edition
-

Operating environment: Sun Solaris

Hardware requirements

- Sun UltraSPARC station (Ultra 10 or later)
 - 2GB available memory per processor for the first WebSphere Commerce instance
 - 6GB available disk space
 - CD-ROM drive
 - A LAN adapter that supports TCP/IP
 - A graphics-capable monitor
-

Software requirements (one of the following)

- Sun Solaris, Version 9 operating environment with August 2005 patch
 - Sun Solaris, Version 10 operating environment with August 2005 patch
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IBM WebSphere Commerce, Version 6.0 at a glance (continued)

Operating environment: IBM OS/400® and IBM i5/OS®

Hardware requirements

- A system capable of running OS/400, Version 5 Release 3 or i5/OS, Version 5 Release 4, with L2 cache and a commercial processing workload (CPW) of 950 or more
 - 2GB available memory for base pool to handle database and other system functions
 - 2GB available memory per WebSphere Commerce production instance
 - 1.5GB available memory per WebSphere Commerce testing instance
 - 12GB available disk space
 - CD-ROM drive
 - A LAN adapter that supports TCP/IP
 - A graphics-capable monitor
-

Software requirements

For OS/400

- OS/400, Version 5 Release 3, which includes:
 - IBM DB2® Universal Database™ for iSeries, Version 5.3
 - IBM Host Servers (option 12)
 - Digital Certificate Manager (option 34)
 - QShell Interpreter (option 30)
 - IBM WebSphere Portal Applications Solutions Environment (option 33)
 - IBM International components for Unicode (option 39)
- IBM Java Development Kit (JDK), Version 1.4 (option 6)
- IBM HTTP Server, powered by Apache
- Crypto Access Provider 128 bit for IBM AS/400®
- IBM TCP/IP Connectivity Utilities for iSeries
- Optional software products:
 - IBM @server iSeries™ client access family (options *Base and 1)
 - IBM DB2 Query Manager and IBM Structured Query Language (SQL) Development Kit for iSeries
 - IBM Lightweight Directory Access Protocol (LDAP) Directory Services
 - Microsoft Internet Explorer, Version 5.5 (for WebSphere Commerce Administrator and Accelerator)

For i5/OS

- i5/OS, Version 5 Release 4 (5722SS1), which includes:
 - DB2 Universal Database for iSeries, Version 5.4
 - DB2 Universal Database for iSeries Symmetric Multiprocessing (option 26)
 - DB2 Universal Database for iSeries MultiSystem (option 27)
 - Crypto Access Provider for iSeries (5722AC3 option *BASE)
 - Common Cryptographic Architecture (CCA) Cryptographic Service Processor (option 35)
 - Host Server (option 12)
 - Digital Certificate Manager (option 34)
 - QShell Interpreter (option 30)
 - WebSphere Portal Applications Solutions Environment (option 33)
 - International components for Unicode (option 39)
 - Extended Base Directory Support (option 3)
 - IBM JDK, Version 1.4 (option 6)
 - IBM HTTP Server, powered by Apache (5722DG1 option *BASE)
 - IBM TCP/IP Connectivity Utilities for iSeries (5722TC1 option *BASE)
 - IBM Toolbox for Java (5722JC1 option *BASE)
 - Optional software products:
 - iSeries client access family (recommended)
 - DB2 Query Manager and SQL Development Kit for iSeries
 - LDAP Directory Services
 - Microsoft Internet Explorer, Version 5.5 (for WebSphere Commerce Administrator and Accelerator)
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IBM WebSphere Commerce, Version 6.0 at a glance (continued)

Operating environment: Linux® on Intel

Hardware requirements

- Intel Pentium III or compatible processor at 733MHz processor minimum
 - 2GB available memory per processor
 - 4GB available disk space
 - 1GB paging space per processor
 - CD-ROM drive
 - A LAN that supports TCP/IP
 - A graphics-capable monitor
-

Software requirements (one of the following)

- Red Hat Enterprise Linux (RHEL) AS, Version 4 for Intel
 - RHEL AS/ES, Version 3.0 with Update 4 for Intel
 - SUSE Linux Enterprise Server (SLES), Version 8 for Intel with SP4
 - SLES, Version 9 for Intel with SP1
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Operating environment: Linux on IBM System i™

Hardware requirements

- iSeries model 270-2252 with a CPW rating of 950 or iSeries model 820-2396 with a CPW rating of 950
 - 2GB available memory per processor
 - 4GB available disk space
 - 1GB paging space per processor
 - CD-ROM drive
 - A LAN adapter that supports TCP/IP
 - A graphics-capable monitor
-

Software requirements (one of the following)

- RHEL AS/ES, Version 3.0 with Update 3 or 4 for iSeries and pSeries (64-bit support only; WebSphere Commerce Enterprise only)
 - RHEL AS/ES, Version 4.0
 - SLES, Version 8 for iSeries and pSeries (64-bit support only; WebSphere Commerce Enterprise only) with SP4
 - SLES, Version 9 for iSeries and pSeries (64-bit support only; WebSphere Commerce Enterprise only) with SP1
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Operating environment: Linux on IBM System p™

Hardware requirements

- RS/6000 (44P Model 170 or later) or pSeries 640 at 375MHz processor minimum
 - 2GB available memory per processor
 - 4GB available disk space
 - 1GB paging space per processor
 - CD-ROM drive
 - A LAN adapter that supports TCP/IP
 - A graphics-capable monitor
-

Software requirements (one of the following)

- SLES, Version 8 for pSeries (64-bit support only) with SP4
 - SLES, Version 9 for pSeries (64-bit support only) with SP1
 - RHEL AS/ES, Version 4.0
 - RHEL AS/ES, Version 3.0. with Update 3 or 4
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IBM WebSphere Commerce, Version 6.0 at a glance (continued)

Operating environment: Linux on IBM System z™

Hardware requirements

- System z processor
 - For a virtual machine (VM) configuration:
 - 1GB available memory per Linux instance (guest)
 - 2GB paging space per Linux instance
 - 200MB Linux swap file space
 - Two full-volume (3300 cylinders) available disk space for the Linux system
 - One full-volume (3300 cylinders) available disk space for WebSphere Commerce and IBM WebSphere Application Server software
 - One full-volume (3300 cylinders) temporarily available disk space for the contents of WebSphere Commerce CDs transferred from a workstation to a System z system
 - A LAN adapter that supports TCP/IP
 - For a native logical partition (LPAR) configuration:
 - 1GB available memory per Linux instance (guest)
 - 200MB Linux swap file space
 - Two full-volume (3300 cylinders) available disk space for the Linux system
 - One full-volume (3300 cylinders) available disk space for DB2 Universal Database
 - One full-volume (3300 cylinders) available disk space for WebSphere Commerce and WebSphere Application Server software
 - One full-volume (3300 cylinders) temporarily available disk space for the contents of WebSphere Commerce CDs transferred from a workstation to a System z system
 - A LAN adapter that supports TCP/IP
 - A graphics-capable monitor on a Windows, Linux or UNIX® machine
 - CD-ROM drive
-

Software requirements (one of the following)

- SLES, Version 8 for zSeries® and S/390® (31-bit support only; WebSphere Commerce Enterprise only) with SP4
 - SLES, Version 9 for zSeries and S/390 (31-bit support only; WebSphere Commerce Enterprise only) with SP1
 - RHEL AS/ES, Version 3.0 with Update 4 for zSeries and S/390 processor (WebSphere Commerce Enterprise only)
 - RHEL AS/ES, Version 4 for zSeries and S/390 processor (WebSphere Commerce Enterprise only)
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Packaging

WebSphere Commerce Professional, Version 6.0 and WebSphere Commerce Enterprise, Version 6.0 are shipped on CD-ROM media or available as an electronic download.

Included in the media pack:

- IBM WebSphere Commerce Quick Start, Version 6.0
 - IBM WebSphere Commerce, Version 6.0
 - IBM WebSphere Application Server Network Deployment, Version 6.0.2.5
 - IBM WebSphere Application Server Edge Components, Version 6.0.2.5
 - IBM WebSphere Application Server Directory Server, Version 5.1 (not applicable to AS/400)
 - IBM DB2 Universal Database Enterprise Server Edition, Version 8.2.3 (not applicable to AS/400)
 - IBM DB2 Information Integrator Replication Edition, Version 8.2.3 for Windows
 - IBM DB2 Administrative Client, Version 8.2.3
 - IBM WebSphere Commerce Analyzer for Windows, Version 6.0
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IBM WebSphere Commerce, Version 6.0 at a glance (continued)

Packaging (continued)

IBM WebSphere Commerce Developer Professional, Version 6.0 and IBM WebSphere Commerce Developer Enterprise, Version 6.0 are shipped on CD-ROM media.

Included in the media pack:

- IBM WebSphere Commerce Developer Quick Start, Version 6.0
 - IBM WebSphere Commerce Developer, Version 6.0
 - IBM Rational® Application Developer, Version 6.0
 - IBM WebSphere Commerce, Version 6.0 for Windows
 - IBM WebSphere Application Server Network Deployment, Version 6.0.2.5 for Windows
 - IBM DB2 Universal Database Enterprise Server Edition, Version 8.2.3 for Windows
 - IBM DB2 Administrative Client, Version 8.2.3
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IBM WebSphere Commerce - Express, Version 6.0 is shipped on CD-ROM media.

Included in the media pack:

- IBM WebSphere Commerce Quick Start, Version 6.0
 - IBM WebSphere Commerce - Express, Version 6.0
 - IBM WebSphere Application Server Express, Version 6.0.2.5
 - IBM WebSphere Commerce Developer Express, Version 6.0 for Windows
 - IBM Rational Application Developer, Version 6.0
 - IBM DB2 Universal Database Express, Version 8.2.3
 - IBM DB2 Administrative Client, Version 8.2.3
 - IBM DB2 Connect™ Personal Edition, Version 8.2.3 for Windows (for iSeries only)
 - IBM WebSphere Commerce Analyzer for Windows, Version 6.0
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IBM WebSphere Commerce Developer Express, Version 6.0 is shipped on CD-ROM media.

Included in the media pack:

- IBM WebSphere Commerce Developer Quick Start, Version 6.0
 - IBM WebSphere Commerce Developer Express, Version 6.0.2.5 for Windows
 - IBM Rational Application Developer, Version 6.0
 - IBM WebSphere Commerce - Express, Version 6.0 for Windows
 - IBM WebSphere Application Server, Version 6.0.2.5 for Windows
 - IBM DB2 Universal Database Express, Version 8.2.3 for Windows
 - IBM DB2 Administrative Client, Version 8.2.3
 - IBM WebSphere Commerce Analyzer for Windows, Version 6.0
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For details about software packaged for each operating environment, refer to the corresponding Installation Guide available as PDF files from the WebSphere Commerce technical library Web site at ibm.com/software/commerce/library/.

The most up-to-date list of operating systems supported by WebSphere Commerce, Version 6.0 is available at ibm.com/software/genservers/commerce/servers/versions60.html.



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Production requirements vary widely, depending on many factors associated with the creation and use of your Web site. Contact your IBM representative to help determine your specific requirements.

* "The State of Retailing Online," Shop.org and Forrester Research, May 2005.

