A comprehensive e-commerce solution for Web-based service providers

IBM

IBM WebSphere Commerce Suite, Service Provider Edition

Highlights

Provides a complete, integrated solution for hosted e-commerce communities and services

Securely manages Internet payments for sellers through WebSphere Payment Manager

Simplifies store and site creation and management with easy-to-use tools and templates

Delivers a scalable, end-to-end solution that can integrate with existing systems, processes and services
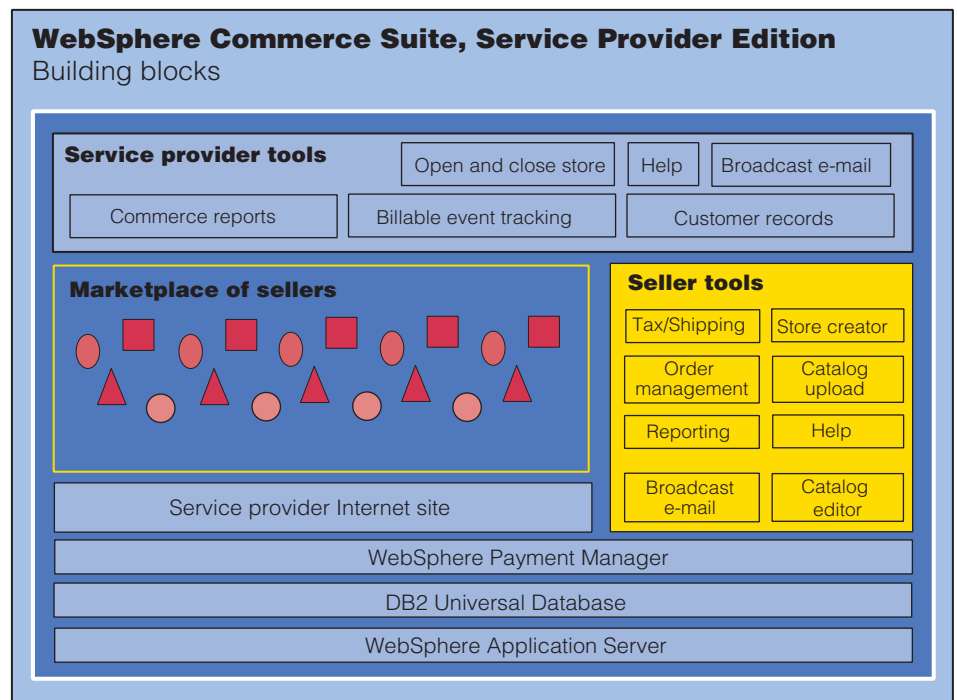
Helps drive revenue with value-added solutions for entry-level and advanced sellers

Ensures flexible, secure e-commerce sites through an infrastructure based on open, industry standards

Includes powerful catalog tools— and can be used with WebSphere Catalog Architect—to manage products, categories and departments

Offers built-in, browser-based customer support for low-cost, low-maintenance operations

Ask most small and medium business owners what their primary goals are for the next few years, and a majority of them will say having a successful e-commerce business is critical to their success. Whether they sell goods or services—and whether their primary buyers are consumers or other businesses—they recognize the importance of transacting business through the Internet. To meet customer demand 24 hours a day, 7 days a week, many of them turn to service providers like you for their IT needs.

WebSphere Commerce Suite, Service Provider Edition
Building blocks

Service provider tools

| Open and close store | Help | Broadcast e-mail |
| Commerce reports | Billable event tracking | Customer records |

Marketplace of sellers

Seller tools

Tax/Shipping	Store creator
Order management	Catalog upload
Reporting	Help
Broadcast e-mail	Catalog editor

Service provider Internet site

WebSphere Payment Manager

DB2 Universal Database

WebSphere Application Server

Service providers can quickly set up and host secure e-commerce sites, offer payment services and establish communities for sellers.

e™

e-business

Offer your sellers the tools and services they need to keep up with the Internet marketplace

As a service provider, you can help businesses keep up with Internet technologies — and stay within their IT budgets — by sharing resources to reduce costs. Through shared resource arrangements, you own and operate the hardware, software and networking technologies required to conduct secure e-commerce, and lease the software solutions to sellers.

Whether you're an Internet service provider (ISP), commerce service provider (CSP), application service provider (ASP), financial institution or other payment service provider (PSP), you can deliver a comprehensive solution for businesses of all sizes with the IBM WebSphere™ Commerce Suite family of products. With IBM WebSphere Commerce Suite, Service Provider Edition (formerly IBM Net.Commerce Hosting Server), you can easily set up your own unique hosting site. Using intuitive tools, wizards and templates, your sellers can then establish, customize, brand and operate their own e-commerce-ready stores. Virtually overnight, they can extend their reach through this marketplace. As your customers' requirements grow, you can offer them more advanced e-commerce solutions with IBM WebSphere Commerce Suite, Start or Pro Editions.

WebSphere Commerce Suite, Service Provider Edition includes leading software to meet the performance demands of e-business. It allows you to quickly and easily set up and operate a full range of secure, hosted e-commerce sites, services and communities for sellers. Built on the foundation of the award-winning WebSphere Commerce Suite, this low-maintenance solution enables you to offer sellers:

- A range of store types to meet simple and advanced e-commerce needs

- A variety of catalog options and content management tools

- Rich order management features

- Tools to customize their site look and feel

- Hosted payment services to support multiple applications

- Self-service functions that enable them to successfully manage their own e-commerce sites

A foundation for demanding e-commerce

Founded on open, industry standards and based on Extensible Markup Language (XML) and Java™ technologies, as well as standard Internet and database access protocols, WebSphere Commerce Suite, Service Provider Edition provides a comprehensive framework to conduct business in a secure environment. WebSphere Commerce Suite, Service Provider Edition is Tivoli Ready™ and includes IBM DB2® Universal Database™, IBM WebSphere Application Server and IBM WebSphere Payment Manager.

IBM DB2 Universal Database
IBM DB2 Universal Database stores and retrieves all types of data used by WebSphere Commerce Suite, Service Provider Edition, including text, images, video and audio. The power behind the world's most demanding e-business applications, this relational database helps you and your customers securely complete transactions with consistent performance and reliability.

DB2 Universal Database includes pointers to images, macros, overrideable functions and HTML files. WebSphere Commerce Suite, Service Provider Edition uses the Open Database Connectivity (ODBC) and Java Database Connectivity (JDBC) standards to communicate with the database.

IBM WebSphere Application Server
IBM WebSphere Application Server provides a flexible environment for developing code that doesn't need to be rewritten each time you need a new application. Rather, you can reuse what you've already created — saving you development time and money. JavaServer™ Pages (JSP) — used to create catalog pages — and XML — used for mass imports — enhance the open architecture of the server.

IBM WebSphere Payment Manager
Using IBM WebSphere Payment Manager — a secure, online payment management and processing application — you can extend payment capabilities within your existing business and develop customized solutions to meet your sellers' individual needs. Through WebSphere Payment Manager, sellers can receive and process customer transactions originated from browsers and wallets and manage payments for multiple languages and currencies. WebSphere Payment Manager communicates with bank payment gateways using Secure Sockets Layer (SSL) and SET Secure Electronic Transaction™ Protocol to support credit and debit card transactions.

WebSphere Payment Manager provides:

• Integration of payments into business processes and software such as online catalogs and accounting packages

• Addition of realtime payment processing capabilities to any e-commerce software or Internet site, using HTML commands and XML responses

• Management of credit card, debit card, smart cards and other emerging Internet payment methods

• Support for custom payment protocols

When fully licensed, WebSphere Payment Manager gives you a complete solution to operate as a payment service provider. As a PSP, you can extend valued payment services to hosted sellers by connecting them to their banks to process and deposit customer payments quickly and effectively. PSPs can empower each of their hosted sellers to independently review all past customer transactions in realtime, and to view all historical batch settlements they've had with their banks. This provides new services and revenue opportunities, including revenue for every payment transaction.

Tivoli Ready software for e-business management
Software that's Tivoli Ready gives you the advantage of using Tivoli solutions to manage your e-commerce systems. WebSphere Commerce Suite, Service Provider Edition can forward monitoring messages and errors to the Tivoli console, helping you to speed deployment, ensure security, maintain availability and optimize system performance for your e-commerce site.

Build a unique site with special tools for site operations

To help you build your own unique, hosted e-commerce site, WebSphere Commerce Suite, Service Provider Edition includes features, tools and documentation for out-of-the-box set-up, creation and operation. Branding tools let you add your logo, modify accepted currencies (including the euro) and add or remove shipping jurisdictions to better meet global customer demand. Using browser-based site administration tools, you can also change the country list and the order of drop-down lists, and customize the interface look and feel.

You can manage your site operations effectively with an array of site management tools. Through WebSphere Commerce Suite, Service Provider Edition, you can:

- Open, close or lock individual stores that might have inappropriate content or delinquent accounts

- Send broadcast e-mail to sellers

- Get reports on site and store activities

- Get help 24 hours a day, 7 days a week through the rich, contextual online help system

Set up your sellers for success

With WebSphere Commerce Suite, Service Provider Edition, you receive prepackaged, customizable e-commerce software and tools to help keep you competitive in the growing hosting service provider market. You can offer sellers three levels of stores to fulfill a variety of needs — extending your reach to both large and small enterprises. You can also customize wizards used for ordering, billing and reporting to provide sellers additional services as their needs expand.

WebSphere Commerce Suite, Service Provider Edition includes basic, advanced and snap-on e-commerce stores. Using powerful, easy-to-use browser-based tools, even non-technical sellers can design their own stores, create basic Web pages, build a catalog, configure payments, process orders and run reports — effectively running their entire store operations and saving you administrative time.

The basic store

The basic store is a professionally designed, entry-level store that focuses on simplicity and ease of use. A step-by-step wizard guides your sellers through every aspect of store creation. Information that sellers select defines the look, style and content of the store's pages. They can add images of their products and specify payment methods. When finished, your sellers will have fully operational e-commerce stores with complete catalogs.

Features of the basic store include:

- Multiple templates for store layout and color

- Rich, contextual online help

- Entry-level catalog editor

- Buyer customer-service interface

- Order management tools and automatic e-mail order notifications

- At-a-glance site activity report

- Realtime, online payment processing or offline payment processing

- Simple tax and shipping calculations

The advanced store

The advanced store offers increased levels of e-commerce functionality while retaining the easy-to-use, browser-based tools that allow your sellers to build, customize and maintain stores with little or no help from you — saving you administrative time. These stores feature online payment, automated taxes and shipping, sophisticated catalog management tools and advanced reporting capabilities. Advanced sellers have unlimited-size catalogs with many departments and categories. With the remote content feature, they can link their stores to existing, static Web sites to create an effective e-commerce solution for established businesses.

Orders and payment transactions can be managed efficiently with powerful, yet simple point-and-click tools. For some sellers, the order management tool is powerful enough to function as the central order-processing application for their entire business.

Other features of the advanced store include:

- An HTML page creation tool to develop as many static pages as needed

- Support for professionally designed HTML pages, so pages can be built in-house, or contracted through a professional Web designer

- A powerful catalog editor to manage an unlimited number of products, departments and product categories

- A customer service interface for buyers that includes registration, address book, password reset and order status

- The ability to send broadcast e-mails to customers

- Granular administration control, allowing site manager, order manager and catalog manager access authority to be assigned

Snap-on-commerce store

The snap-on-commerce store is for sellers who want to quickly add e-commerce functionality to existing, static Web sites. The snap-on-commerce function can be used to place e-commerce-enabled product pages, buy buttons, e-mails and graphics all over the Internet, leveraging the Internet's power to drive sales to their Web sites.

Order management tools enhance customer relations

WebSphere Commerce Suite, Service Provider Edition includes powerful order management tools that help your sellers build their customers' loyalty, enhancing their value to buyers. Create orders, change orders, split orders and cancel orders. And send automatic, customized e-mail order confirmation and status changes to customers.

Increase sales by monitoring store activity

By monitoring the activity and trends in their stores, sellers can improve customer satisfaction and help increase sales. Using the tools in WebSphere Commerce Suite, Service Provider Edition, sellers can generate on-demand reports of store traffic, sales and buyers. They can also view pie charts, bar, line and area graphs of site activity to conduct business analyses. And they can request automatic, scheduled routings of store summary reports.

Fulfillment services complete the package

Help your sellers offer carrier-compliant shipping labels as part of their e-commerce transactions. This fulfillment service provides: accurate package rating; compliant package labels with machine-readable barcodes to support automatic routing; package tracking and sorting; and formatted data output to carriers' data centers.

For more information

To learn more about how IBM WebSphere Commerce Suite, Service Provider Edition can help you grow your e-business, contact your IBM marketing representative or visit:
ibm.com/software/websphere/ commerce

IBM WebSphere Commerce Suite, Service Provider Edition at a glance

Hardware requirements

	Hardware requirements vary depending on the number of sellers and products; the degree to which audio, video and graphics are used; and the expected number of hits by customers per time interval.
Microsoft® Windows NT®	• A dedicated IBM or IBM-compatible personal computer
	• Pentium® 166MHz processor
	• 256MB RAM with 320MB swap space
	• 810MB free disk space for Service Provider Edition on target install drive
	• CD-ROM drive
	• Graphics-capable monitor with a color depth of 256 colors
	• A mouse or other pointing device
	• LAN adapter supported by the TCP/IP protocol
IBM AIX®	• A dedicated IBM RS/6000® or one of the IBM Power Series® machines (RS/6000 Model C20 or higher)
	• 167MHz processor
	• 256MB RAM with 320MB swap space
	• 1GB free disk space
	• CD-ROM drive
	• Graphics-capable monitor
	To access the WebSphere Commerce Suite, Service Provider Edition Administrator, you need:
	• A personal computer capable of running Windows® 95, Windows 98 or Windows NT
	• A mouse or other pointing device
	• A graphics-capable monitor with a color depth of at least 256 colors
Sun Solaris™ operating environment	• A dedicated system capable of running the Sun Solaris operating environment, such as a Sun SPARC or UltraSPARC station
	• 256MB RAM with 320MB swap space
	• 1GB free disk space
	• CD-ROM drive
	• Graphics-capable monitor
	• LAN adapter supported by the TCP/IP protocol
	To access the WebSphere Commerce Suite, Service Provider Edition Administrator, you need:
	• A personal computer capable of running Windows 95, Windows 98 or Windows NT
	• A mouse or other pointing device
	• A graphics-capable monitor with a color depth of at least 256 colors

Software requirements

One of the following:
- Microsoft Windows NT Server, Version 4.0 with Service Pack 4
- AIX, Version 4.3.2 or 4.3.3
- Sun Solaris operating environment, Version 2.7

The WebSphere Commerce Suite, Service Provider Administrator also requires:
- Netscape Communicator, Version 4.6.1 for English and Version 4.5.1 for non-English. Sellers must use Netscape, Version 4.0.6 or higher, or Internet Explorer, Version 4.0.1 to build and manage stores. Buyers must use Netscape Communicator, Version 3 or higher, or Internet Explorer, Version 3 or higher.
- For Oracle ODBC support, Oracle 8.05 or 8.06 (AIX and Sun Solaris operating environment only) and ODBC drivers are required
- For Netscape Enterprise Server, Version 3.6.1 is required

IBM®

G325-5244-00