



Build a solid, open solution to capitalize  
on the e-commerce opportunity.



**Abstract**

This white paper discusses how industrial-strength, commerce Web sites are now within easy reach of manufacturers, distributors, sellers, service organizations and industry marketplaces. It describes why hosting is easier and more cost effective than do-it-yourself solutions. The paper presents for sellers the capabilities and benefits of using a hosting e-commerce service based on IBM WebSphere™ Commerce Suite, Service Provider Edition.

WebSphere Commerce Suite, Service Provider Edition is an integrated, end-to-end solution enabling small and midsize businesses to establish and operate e-commerce sites using shared hosted e-commerce services. For sellers, WebSphere Commerce Suite, Service Provider Edition offers comprehensive, packaged, e-commerce functionality that can be set up, customized and operated by nontechnical users through easy-to-use, browser-based tools. Sellers whose requirements are met by the prepackaged, flexible store solutions require minimal to no support from the service provider's staff. Businesses can also support large catalogs (more than 50,000 items) using IBM WebSphere Catalog Architect, which is available separately. These capabilities dramatically lower the cost of business for sellers. As sellers' e-commerce requirements grow in sophistication, they can graduate to the stand-alone, scalable WebSphere Commerce Suite, Start and Pro Editions. The WebSphere Commerce Suite product family is a powerful, full-featured solution that meets the e-commerce needs of all sellers.

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### **Reasons to get on the Web**

The compelling reasons to bring your business to the Web apply to just about any organization, whether manufacturing, distribution, merchant, service or any vertical industry marketplace. Foremost, the growth of e-commerce is explosive. E-commerce is more than online transactions between buyers and sellers. It's the only way to compete in today's changing business environment.

The real power of the Internet comes from improved business efficiency and customer service. Effective e-commerce solutions focus on the complete sales process—marketing, sales, customer support and communication with suppliers. By integrating proven business applications, systems and data with the rich multimedia functionality of the Internet, you can streamline your entire operation while building a solid customer base and driving sales.

While the size of your business, its position in the marketplace and your strategic objectives may direct exactly how you use this medium, e-commerce offers unlimited opportunities to leverage the Web's global reach and generate new revenues by evolving your business model to the Web.

#### *Open new marketing and sales channels*

As a marketing and sales channel, the Internet provides new ways to reach wider markets, enhance service in local geographies and accommodate seasonal sales cycles. By leveraging your established business model, e-commerce presents opportunities to complement existing channels and relationships while reducing business cycle times, improving cash flows, reducing inventories, decreasing administrative costs and opening new marketing and sales channels.

#### *Enable customers to reach you 24 hours a day*

Using e-commerce, you can offer products and services to a global market and expand your sales season without investing in bricks-and-mortar storefronts worldwide. When you offer 24x7 access to your products and information, you make it easier for customers to make intelligent purchasing decisions, saving them both time and money. You add value to your business while providing the convenience that will keep your customers coming back.

*Deliver high-availability customer support*

Providing self-service opportunities through the Web allows you to deliver high-quality, low-cost customer support. By creating an easy-to-use Web site that enables customers to view instructions and download how-to documents, you can support a larger number of customers without growing your support staff in proportion— which can result in higher profits. Providing after-sale customer support can transform customer satisfaction into customer loyalty while decreasing the cost to service each customer.

*Build customized e-commerce sites*

The appearance and functionality of your Web site is critical to attracting customers. Web technologies and databases give you opportunities to customize and personalize products and increase the usability of services offered on the site. Leverage the power of the Internet with a transaction-ready online catalog with buy-now buttons, shopping carts, payment processing and customer-service links. Increase convenience for new and existing customers using snap-on-commerce tools to put buy-now buttons on business partner sites. Broaden your presence through online banner ads that promote your site and reinforce branding messages.

### **E-commerce challenges**

For most businesses, the idea of having an e-commerce Web site sounds great and appears to make good business sense. However, there can be many difficult issues that need to be resolved before establishing a profitable e-commerce Web site.

To develop an e-commerce strategy that complements your overall business strategy, you need to determine the scope of the project, establish business objectives, formulate a budget and marketing plan and identify the resources necessary to make your implementation a success.

Successful e-commerce strategies address responsiveness, reliability, availability and security requirements to improve the overall efficiency and service of your organization. The strategy should meet criteria, such as:

- Supplying a 24x7 service with your company's 40-hour-a-week staff
- Handling disaster recovery and backup requirements within the limited facilities of a typical office building
- Coping with hacker and virus assaults on Web, domain name services and e-mail servers
- Operating and maintaining ancillary servers for e-mail reception (POP servers), e-mail delivery (SMTP servers) and domain name services
- Providing customer service operations to answer your customers' questions about the store's operation and payments

Before initiating your e-commerce strategy, you will need to decide whether to build it in-house or outsource hosted e-commerce service.

If you follow the build-it-yourself path, you may need strategic and technical advice as you plan and implement the commerce site, which comprises:

- A local Web site design shop with knowledge about Web technologies and experience in electronic commerce and merchandising
- A technical services firm with open technologies and capabilities to develop solutions that will grow with your business

As part of the planning process, a key consideration will be determining how to manage the budget so that Web operations can become profitable in a reasonable period of time. Spend too little and the site won't have the features and functions needed to develop a critical mass of users to assure success. Spend too much and you'll have the necessary features, but may not recoup your investment, which can decrease its profitability.

Most do-it-yourself scenarios entail an investment in an IT staff with the required technical skills and experience necessary to organize and manage an effective e-commerce solution. The solution is one that leverages your business' existing operating systems, networks, databases, security, payments processing and applications and capitalizes on the multimedia functionality of the Web. Merchandising and order entry personnel are also needed to manage and maintain the store and handle order processing on the site.

You will need to determine what methods to use for accepting payments from your online customers. Of the options frequently used on Web sites, only the last two meet the typical Web buyer's expectations:

- Ask buyers to call your toll-free number to place phone orders so you can leverage your existing credit card payment facility
- Allow buyers to submit their payment card numbers on a Web form and have your order staff perform a Mail Order/Telephone Order (MOTO) for each transaction and confirm the purchase by e-mail or post card
- Allow buyers to enter their payment card numbers onto a Web form and the server obtains realtime authorization, giving buyers immediate confirmation of order acceptance
- Enable buyers to use one or more of the electronic wallets and digital cash payment methods now available for Web use

Meeting these requirements presents a real challenge for smaller businesses that may not have the expertise or resources required to provide such a wide range of e-commerce services and keep the site fully operational. For these reasons, many small to midsize businesses will prefer to focus on their core competencies (such as selection, merchandising, service, customization, delivery) and outsource the hosting of their e-commerce sites. Using a hosted e-commerce service allows them to increase the efficiency and responsiveness of their total business through automated business processes, interactive customer services and quick time to market.

### **Reasons to use a hosted e-commerce service**

It's a tall order to establish an industrial-strength e-commerce environment that will reliably deliver what Web users expect—24x7 service, with no waiting during peak periods. As the technology of the Internet evolves, many manufacturing, distribution, merchant, service and vertical industry marketplace organizations are turning to service providers to take advantage of the simplicity, ease of use and security offered by hosted e-commerce service.

One of the important reasons to use hosted e-commerce services is to create an online presence, quickly. Your customers are going online and they want the added convenience and service that an e-commerce site can provide. Establishing an online presence using hosted e-commerce services can help you to rapidly expand your customer base and open new revenue channels.

Second, the hosting service offered by a commerce service provider (CSP) enables sellers to get started quickly with a small up-front investment. Under this business model, service providers own and maintain the hardware, software and networking technologies and sell access to software solutions to their customers. The ability to host multiple sellers enables the service provider to offer you greater capacity, availability and functionality at a significantly lower price point than the cost of most do-it-yourself solutions because infrastructure charges (servers, network connections, firewalls, round-the-clock operations and troubleshooting) are shared with other hosting customers. For a specified monthly fee, you are freed from the challenges and costs associated with maintaining and operating your e-commerce solution.

Hosting also allows you to leverage the service provider's technical skills and knowledge in Web site development, e-commerce, systems integration and transaction processing. The service provider can help you integrate the store with your existing business applications, such as inventory, order fulfillment, accounting and customer service. The service provider may offer a choice of store functions, catalog size, buying environments, payment services and reseller capabilities. As sales grow, you may have the ability to add advanced functionality while continuing to use basic applications and tools without starting over. Using a hosted service need not limit your e-commerce options.

Primary reasons to use a hosted e-commerce service approach include:

- Low-cost, low-risk investment
- Customizable function, look, feel and navigation of an e-commerce site
- Technology suppliers with resources and long-term commitment to hosting clients
- Quick time to market



### **Selecting a hosting service provider**

The key business development considerations for establishing a hosted e-commerce site are the same as those that help to create a profitable, long-lived business. When selecting the right hosting service for running your site, you want service providers that offer:

- Powerful, full-featured solutions supporting a variety of business models and platforms
- Value-added services built on leading, industry-standard technologies and protocols
- Automated self-service functionality implementing easy-to-use, browser-based tools
- Seamless integration of existing systems, processes and services, such as Enterprise Resource Planning (ERP), supply chain management (SCM), customer relationship management (CRM) and custom order processing systems
- Ready adaptability, scalability and extensibility to accommodate increases in customer demand and transaction volume
- Security and reliability to maintain integrity of data and online transactions
- Up-to-date, cost-effective evolution of Internet technology required to stay competitive

By selecting and working with the right service provider, hosted e-commerce service lets you extend your reach to customers around the world. For businesses lacking the expertise, financial resources or strategic initiative to run data centers, this approach can be a powerful and cost-effective way to benefit from another organization's investments and stay up-to-date with technology.

Specialized manufacturers can rapidly and efficiently obtain an advanced store with merchandising and personalization features, as well as gain access to additional capabilities, which they may not have the time or in-house resources to develop.

Distributors can expand their customer bases by giving existing customers contract pricing; offer customized service and flexible delivery; serve occasional retail buyers with a convenient Web store and attract new customers by allowing business partners to sell products on the site.

Similarly, a service provider can be contracted to install and operate supplemental applications for service organizations with online offerings that are tailored to the specific line of business. And when several hosting clients use the same application, the cost for each client can be significantly less than a build-it-yourself approach.

Vertical markets often present natural opportunities to serve groups of customers with similar or complementary needs and to share information and technology among businesses in a similar market or between trading partners along a value or supply chain. Hosting provides a way for these business or industry associations to offer professionally designed and operated e-commerce services to members, quickly.

### **Powerful and easy e-commerce with IBM**

Award-winning IBM WebSphere Commerce Suite is the foundation of IBM WebSphere Commerce Suite, Service Provider Edition, enabling small to midsize businesses to take advantage of e-commerce easily and affordably. WebSphere Commerce Suite, Service Provider Edition is a comprehensive, integrated solution that allows you to establish high-performance e-commerce Web sites within a shared, hosted environment.

Building on the scalable, multimerchant platform of WebSphere Commerce Suite, this powerful solution includes features and tools to meet your e-commerce needs and requirements while delivering top-quality purchasing experiences for your customers. Because WebSphere Commerce Suite is based on open standards and technologies, like Java™ and Extensible Markup Language (XML), the software and tools interoperate with applications and platforms from a broad cross-section of technology suppliers.

IBM has a network of over 1,000 certified WebSphere Commerce Suite Business Partners available to support the efforts of your service provider or to provide these services directly to you. The service providers that offer WebSphere Commerce Suite, Service Provider Edition not only understand the Internet, they understand e-business—exploiting it as a sales and marketing channel and as a facilitator for efficient internal business operations. With WebSphere Commerce Suite, Service Provider Edition, your service provider can become a trusted partner in bringing your business to the Web and a responsible source for other Internet-related services, such as:

- Internet access over many forms of communication, such as ISDN, DSL and cable and metropolitan area networks, between your business offices and from your business to the Internet
- Uploading professionally designed HTML Web pages right into WebSphere Commerce Suite, Service Provider Edition advanced stores
- Conversion of electronic catalog files and databases to the WebSphere Commerce Suite database format
- Connecting you and your customers through your e-mail
- System integration from your critical business applications, such as catalog, inventory, order entry, customer care or other special systems, using WebSphere Commerce Suite, Start or Pro Editions or other WebSphere development, integration and performance tools
- Scalability of the platform to allow fast growth of Internet interactions, especially when sellers hold special promotions or during peak buying periods

## **IBM WebSphere Commerce Suite, Service Provider Edition answers e-commerce challenges**

By using a hosting service based on WebSphere Commerce Suite, Service Provider Edition, you get as many of the robust features of WebSphere Commerce Suite as you want and the operational functions you need — all at a very favorable and controllable cost. Even better, you can be up and running very quickly, without the challenges of setting up a complex Web server environment and creating a new technical department.

### WebSphere Commerce Suite base server capabilities

An e-commerce site created with any WebSphere Commerce Suite package automatically provides base server features for handling substantial volumes of business on the Web, such as:

- Shopper registration and address book to maintain information for repeat shoppers
- A catalog of departments or categories and products that can be browsed or searched
- Persistent shopping cart
- Tax and shipping calculations, based on shopper address and product details
- Basic discounting, determined by shopper group
- Realtime payment authorization or offline (manual batch) handling
- Order submission by buyer and notification to seller
- Broadcast e-mail from site operator to sellers or seller to buyers
- Customer support
- Statistical reporting of catalog updates and sales transactions
- Inherent scalability, based on number of sites, customers and users
- Availability on multiple platforms
- Excellent capabilities and tools for application integration using other WebSphere products

### *Application-level enhancements*

WebSphere Commerce Suite, Service Provider Edition has increased openness for customization and supports an expanded range of e-commerce functional capabilities, including:

- Easy-to-use, step-by-step store creation wizard
- Theme- and template-based stores with enhanced look and feel
- Simple catalog editor for basic store
- More powerful catalog editor, inventory tracking and merchant tools to upload catalog data for advanced stores
- Buyer push-button selection of product attributes
- Rich order-processing functions
- Enhanced seller control of Internet payment processing
- IBM payment cassette for connectivity to compatible banks worldwide
- Merchandising, such as sales, banner ads, featured products and remote commerce

WebSphere Commerce Suite has the capabilities to add interactivity capabilities using Java applets (for browsers), servlets (for servers) and other industry standards, including:

- Java Server Page (JSP), for flexibility in Web-page design and catalog creation and management
- Extensible Markup Language (XML), for data format-diagnostic messaging and content management
- Public Key Infrastructure (PKI) and Secure Sockets Layer (SSL), for digital certificate-based authentication and authorization
- SET Secure Electronic Transaction™ Protocol, for secure and reliable payment transactions over the Internet

#### *Payment enhancements*

With an e-commerce site based on WebSphere Commerce Suite, Service Provider Edition, you can arrange payment acceptance either online or offline (manual batch). WebSphere Application Server comes with online links to payment service providers (PSPs), such as CyberCash, Nova Corporation and other financial institutions, for immediate payment authorization.

WebSphere Commerce Suite, Service Provider Edition includes IBM WebSphere Payment Manager, which provides multiple functions for Internet stores when integrated with IBM Payment Gateway™. Through WebSphere Payment Manager, your online customers can communicate with the commerce server using SSL, Merchant Originated Payment (MOP) or the SET™ Protocol. Other functions include:

- Connectivity to IBM and other vendor-compatible gateways, enabling connectivity to sellers' banks worldwide, using industry-standard protocol
- CyberCash connectivity available for U.S. and Canada
- Investment protection, using software cassettes from IBM and industry partners to add new payment types without disruption
- Browser-based user interface for quick and easy payments operations
- Simple connectivity to seller software, using HTML commands and XML responses
- Operation in multiple languages, simultaneously
- Multicurrency, including the euro
- Support for industry-leading databases, Web servers and browsers

If you already have an account for payment card transactions, your service provider can use the flexible payment cassette technology inherent in WebSphere Payment Manager to establish and manage the connections required for authorization.

#### *System-level enhancements*

Your service provider knows what it takes to customize WebSphere Commerce Suite, Service Provider Edition, whether that's the database, templates, APIs, middleware or connectivity scripts. The service provider also knows the integration tools that come with or are recommended for use with WebSphere Commerce Suite, including database integration, IBM MQSeries®, IBM Commerce Integrator and WebSphere development tools. With WebSphere Commerce Suite, Service Provider Edition and your service provider, you can benefit from:

- Improved performance and scalability through enhancements to the mass import utility, database access and performance monitoring, as well as the flexibility to use SSL more selectively
- Improved reliability and manageability by introducing Tivoli support, enhancements to facilities and more granular error messages
- Upgraded technical infrastructure through support for IBM Net.Data®, IBM DB2® Universal Database™, WebSphere Application Server, as well as Microsoft® Windows NT®, IBM AIX®, Sun Solaris™ operating environment, Netscape Enterprise Server, Oracle and Lotus® Domino™ Go Webserver

#### *Merchandising capabilities*

WebSphere Commerce Suite, Service Provider Edition provides a range of merchandising techniques that enable sellers of varying size, sophistication and requirements to match your sales approach to your customers' varied needs.

WebSphere Commerce Suite page templates, navigation categories and pricing rules can be configured to create orders for charge and no-charge items. To further personalize customer relationships, WebSphere Commerce Suite, Service Provider Edition enables you to send one-to-one e-mail, confirming each step of the buying process. You can strengthen relationships by sending special offers to customers or leveraging the built-in buyer shopping list features to enable customers to preplan orders themselves.

When customization is needed, you can work with the service provider to use reserved fields provided in WebSphere Commerce Suite, Start or Pro Editions to collect measurements or personalization data from customers. These advanced features help create a rich e-commerce site that encourages repeat visits by customers.

### **Planning your own destiny**

The WebSphere Commerce Suite product family includes applications and technologies for making creative market innovations—letting buyers identify their future needs; matching these needs to sellers' products, services and capabilities; running auctions to set prices; using advanced payment methods and more.

By selecting a hosted service based on IBM WebSphere Commerce Suite product family, you have the assurance that no matter how rapidly the site grows, your service provider's offering based on IBM technology can match your needs. With WebSphere Commerce Suite, Service Provider Edition, you can grow your Web channel to a significant size without having to create and pay for a complete, dedicated technology infrastructure along the way.

With WebSphere Commerce Suite, Service Provider Edition you can choose the level of service that suits you best:

- Use snap-on-commerce to commerce-enable your existing Web site with shopping cart, payment processing, order management, reporting and customer service
- Create a basic store with streamlined and complete purchasing processes
- Build an advanced store with sophisticated catalog, flexible branding, merchandising and advanced order management
- Take advantage of advanced commerce solutions offered by service providers, which leverage the power of other components and editions of WebSphere Commerce Suite

The WebSphere Commerce Suite product family offers solutions for providing hosted e-commerce services for businesses of all sizes. By selecting a service provider that offers WebSphere Commerce Suite, Service Provider Edition, Start and Pro Editions, you can start small and grow to any level, size and sophistication. Your service provider may even offer this growth step to an in-house facility as an additional service.

#### *The basic store*

The basic store of the WebSphere Commerce Suite, Service Provider Edition is an entry level e-commerce solution with the simplicity and ease of use that allows you to get up and running quickly. A step-by-step store creation wizard guides you through every aspect of the store creation process. At completion, you have a fully operational e-commerce store with a populated catalog—all ready to go. Once operational, you have the option to move to higher levels of service through your service provider.

#### *The advanced store*

The advanced store of the WebSphere Commerce Suite, Service Provider Edition retains the easy-to-use browser-based tooling for building and maintaining your stores while offering increased levels of e-commerce functionality. Using the snap-on-commerce function to place commerce-enabled product pages, buy-now buttons, e-mails and graphics anywhere on the Internet, you can leverage the power of this networked medium to drive sales through your Web site. With an advanced store, you can have catalogs of unlimited size with many departments and categories.

For some sellers, the order management tool is powerful enough to function as the central order processing application for their entire businesses. For example, for telephone or walk-in customers, you can open a Web browser while speaking with a customer, create a new customer profile, initiate an order for that customer, track the order through its lifecycle and process the credit card transaction. Telephone or walk-in customers may never see your Internet site, yet the advanced store offers you significant business value.

Advanced stores of the WebSphere Commerce Suite, Service Provider Edition also include configurable logic for selecting the proper shipping mode and applying appropriate sales taxes, depending on the product and its shipping destination.

#### *Effective maintenance of huge catalogs*

WebSphere Commerce Suite, Service Provider Edition now supports IBM WebSphere Catalog Architect. WebSphere Catalog Architect allows you to easily create or import and manage the necessary database or file asset data with a high degree of efficiency, accuracy and detail while reducing time spent on traditional catalog information management.

WebSphere Catalog Architect is a catalog information management system for gathering and managing larger amounts of product content for flexible, dynamic and information-rich electronic catalogs. It is made up of twelve component tools, which create repositories, stores, categories, products and items or SKUs; import existing data; validate the information according to user-determined modeling rules and the targeted WebSphere Commerce Suite database schema; and selectively publish or export the information for production use.

Designed to recognize the inherent relationships between catalog elements and complex product definitions, WebSphere Catalog Architect can streamline your product information creation and management process by eliminating redundant product information and allowing a single point of entry for modifying products and SKUs. And it can help site operators produce accurate product information that facilitates Web purchasing decisions for increased buyer satisfaction and service revenue.

WebSphere Catalog Architect is ideal for sellers who need to manage large numbers of products on a continuing basis or wish to migrate to a full WebSphere Commerce Suite, Pro Edition implementation.

*Smooth fulfillment with CommercialWare*

You need inexpensive options to simplify the manifesting and shipping processes. WebSphere Commerce Suite, Service Provider Edition integrates CommercialWare C-Ship fulfillment service as part of its solution, enabling you to create carrier-compliant shipping labels with the transaction and maintain compliance with multiple carriers all using the Internet.

Based on a publish-and-subscribe model, C-Ship provides an easy-to-use interface to simplify your shipping needs and provide your carriers with the information needed to accomplish efficient package handling, logistics, pricing and invoicing.

*Multicatalog marketplaces with Channel Marketing Enablement*

If you do business with high-end manufacturers and distributors, they may need to offer their own dealers some custom subsets of a master catalog and the ability to create and manage subcatalogs of your own products.

The IBM Channel Marketing Enablement offering, based on integration of the E.MBRACE application and WebSphere Commerce Suite, Service Provider Edition, gives manufacturers and distributors the multicatalog capabilities needed to rapidly leverage the Internet in creating e-marketplaces, while supporting you at the same time.

The E.MBRACE system manages the manufacturer and distributor master catalog and feeds the e-channel stores with timely information updates and transaction services.



### **Upward migration with WebSphere Commerce Suite**

As your e-commerce requirements grow in sophistication, you can graduate to the robust WebSphere Commerce Suite, Start Edition or WebSphere Commerce Suite, Pro Edition. The WebSphere Commerce Suite offering you select depends on the highest level of capability that you (as seller or service provider) require in the near future.

WebSphere Commerce Suite, Start Edition or WebSphere Commerce Suite, Pro Edition allows you to achieve a great degree of systems integration in your own operation or with your business partners. As your site grows to the size that requires dedicated servers, your service provider can seamlessly migrate your site as your e-business needs require. WebSphere Commerce Suite, Pro Edition, in conjunction with other WebSphere products, is designed to support a maximum degree of systems integration.

If you can imagine a new marketplace approach that's not "off-the-shelf," IBM Global Services knows the development tools and techniques needed to extend applications built around WebSphere Commerce Suite and can assist in their design and implementation, locally or globally. The possibilities are limited only by your imagination.

### **Summary**

Unlike other e-commerce platforms, the features, tools and documentation of WebSphere Commerce Suite, Service Provider Edition are oriented toward providing a hosted service for multiple sellers. Small and midsize businesses gain the low-cost, low-risk, simplicity and security of the WebSphere Commerce Suite basic and advanced stores.

As your business grows in sophistication and scale, your service provider can offer customized, integrated, high-performance solutions based on the robust, scalable and extensible WebSphere Commerce Suite, Start and Pro Editions.

### **For more information**

To learn more about IBM WebSphere Commerce Suite, Service Provider Edition, visit:  
**[ibm.com/software/webservers/commerce/servers/speweb.html](http://ibm.com/software/webservers/commerce/servers/speweb.html)**

For more information about the IBM Merchant Enablement Program for e-commerce and certified IBM Business Partners visit:

**[ibm.com/software/webservers/commerce/servers/speweb/isp.html](http://ibm.com/software/webservers/commerce/servers/speweb/isp.html)**

## Support for seller business development

WebSphere Commerce Suite, Service Provider Edition technical design supports your business development:

<b>Business development</b>	<b>Technical architecture and design</b>
Leading-edge features for e-commerce	Availability of necessary and add-on capabilities: <ul style="list-style-type: none"><li>• Affordable and pervasive payments system</li><li>• Powerful database (IBM DB2 Universal Database or other ODBC-compliant databases)</li><li>• Efficient, effective site setup wizards, using templates, and ability to select basic or advanced stores and snap-on-commerce features</li><li>• Tools for flexible catalogs, search methods and sales assistance metaphors</li></ul>
Customizable e-commerce site function, look, feel and navigation	WebSphere Commerce Suite customization features: <ul style="list-style-type: none"><li>• Business logic for tax calculations</li><li>• Business logic for shipping arrangements</li><li>• Custom graphics can be imported</li><li>• Compatible with other leading Web-page design tools</li><li>• Store design templates</li></ul>
Integration with widely-available Enterprise Resource Planning (ERP), supply-chain management (SCM), customer relationship management (CRM) applications, as well as custom order processing systems	WebSphere Commerce Suite integration features: <ul style="list-style-type: none"><li>• Overridable functions (APIs)</li><li>• Communication script language Net.Data</li><li>• Standards-based technologies, enabling integration with wide range of platforms at the client's site and client customers' sites (for supply chain)</li><li>• Compatibility of IBM MQSeries with IBM Commerce Integrator</li></ul>
Technical services support with resources and long-term commitment to hosting clients	Availability of planning and integration skills and resources needed to set up the site within business milestones, industry or customer needs and competitive realities



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Software Solutions  
30 Saw Mill River Road  
Hawthorne, NY 10532

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