Helping boost your e-commerce business

IBM WebSphere Catalog Architect

Highlights

Simplifies creation and management of electronic catalogs

Increases productivity during catalog design, construction and maintenance

Enables personalization and advanced catalog searching by providing product information to WebSphere Commerce Suite

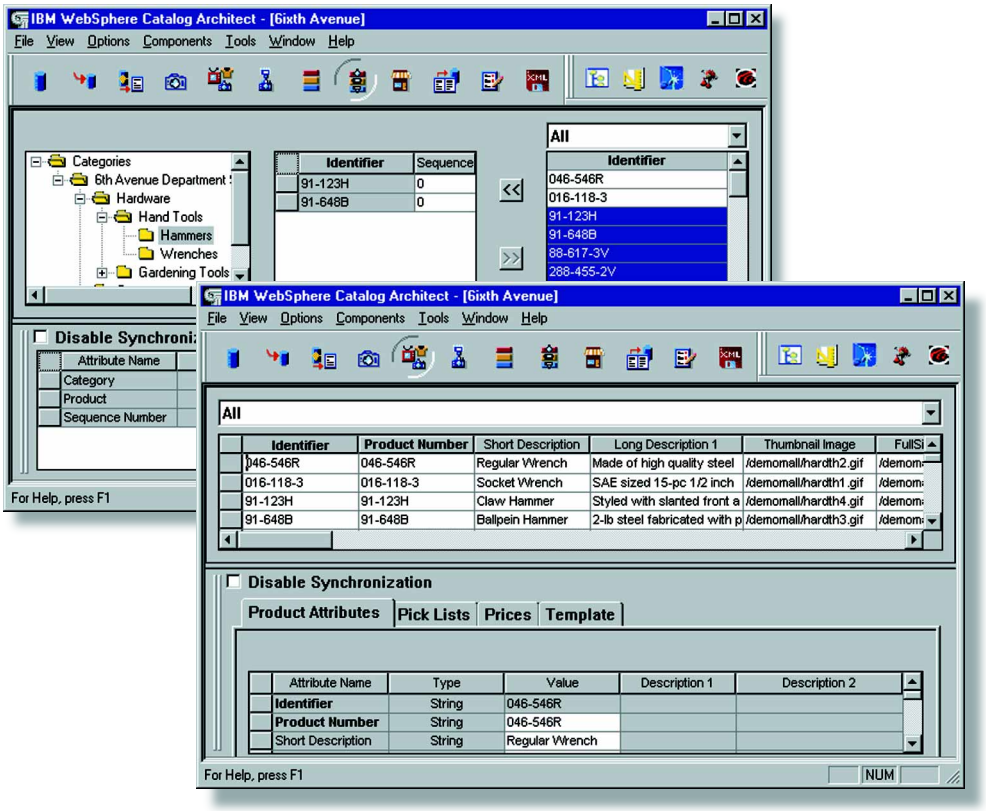
Performs multiple evaluation and validity checks to ensure complete, correct, consistent product information

Offers merchandising support for bundling, packaging, cross-selling and up-selling products

Supports remote database servers for sharing information and securing data among multiple clients

Selling on the Web

While building your e-commerce business, you're searching for ways to give buyers what they're asking for: catalogs with complete, correct, consistent product information that's up-to-date and personalized. Whether you're marketing to other businesses or to consumers, you would like to increase your return on investment by reducing the time required to create and manage information-rich electronic catalogs.



Catalog Architect offers familiar, easy-to-use interfaces to create and maintain electronic catalogs.

e-business

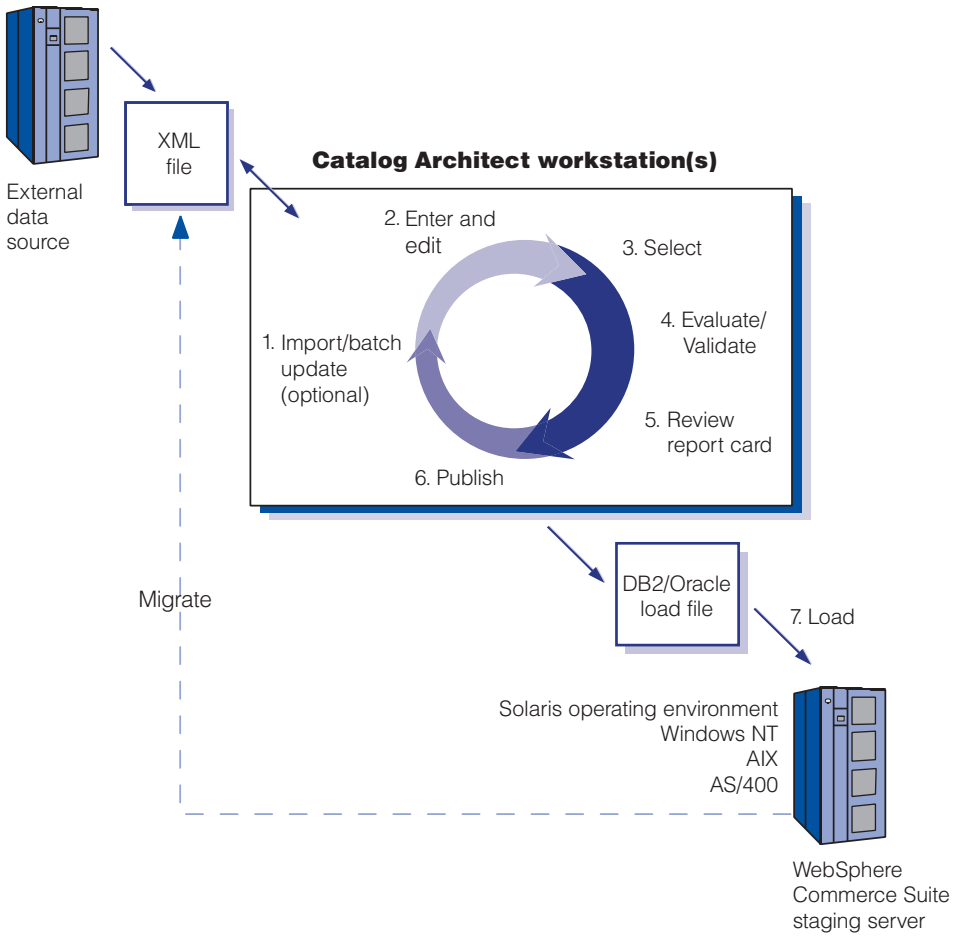
With traditional electronic catalog tools, a tremendous amount of time is spent managing product attribute information, such as descriptions, specifications, and weights and measures. With IBM WebSphere Catalog Architect, your staff can spend more time merchandising—and less time proofreading and editing catalogs. In turn, you'll be able to offer enhanced customer service that can give you a competitive edge.

Building the foundation for an effective e-commerce site

IBM WebSphere Catalog Architect is a content management tool designed for businesses that use IBM WebSphere Commerce Suite server software—a set of integrated software components designed to help you sell on the Web. You can begin doing e-commerce on a small scale with IBM WebSphere Commerce Suite, Start Edition, then move to a more complex, second-generation e-commerce site with IBM WebSphere Commerce Suite, Pro Edition. Catalog Architect can be purchased separately for use with WebSphere Commerce Suite, Start or Pro Editions and is included with IBM WebSphere Commerce Studio, Professional Developer Edition.

Your e-commerce catalog can be enhanced with tools provided by Catalog Architect—tools that help you to design rich catalogs built on accurate, detailed product information. Product advisor, a feature included with WebSphere Commerce Suite, Pro Edition, takes full advantage of the product data that Catalog Architect provides by offering detailed parametric searches, virtual sales assistance and product comparisons.

Using the advanced product information management features of Catalog Architect, you can build a catalog for your Web site that turns browsers into buyers. Rather than placing a call or leaving your site, buyers can get the product information they need to make an immediate purchasing decision. Through the relationship marketing functionality in Catalog Architect, you build loyalty by offering customers products that are complementary to their initial purchases (cross-selling) or are additional revenue



WebSphere Catalog Architect Process Flow

opportunities for you (up-selling). You can also easily group merchandise into packages or bundles, effectively selling an ensemble of items. Your catalog can help build stronger customer relationships, increasing the likelihood that those customers will buy from you again.

IBM WebSphere Catalog Architect: why it's different

Catalog Architect is designed to understand the inherent relationships between different catalog elements, such as products, categories, kits, SKUs and cross-sell items. Its object-centered, constraint-model architecture provides the foundation for the catalog information knowledge base. By eliminating redundant product information and allowing a single point of entry to modify multiple SKUs, Catalog Architect can help streamline your product information creation and management processes.

For example, consider a merchant selling a cotton shirt in multiple colors and sizes, who wants to begin offering the shirt in new fabrics. Traditional catalog creation would force the merchant to reenter all existing product information and add new fabric attribute values for each type of shirt. Catalog Architect enables the merchant to automatically create new items by inheriting all the previously existing product information, as well as the new attribute values, significantly reducing time spent on data entry and content management. The merchant can also provide the same product information to other distributors to aggregate in their larger catalog for resale to *their* customers. Reusing this information can then become the starting point in the extended information supply chain.

Components simplify catalog construction, maintenance

Catalog Architect contains twelve GUI components to design, construct and maintain electronic catalogs. Refer to the Components chart for more information about the functions you can perform using these GUI components.

Create, control and manage large amounts of product and SKU data

Catalog Architect is designed specifically to create, control and manage large amounts of product and SKU data, then to publish that data (or a subset of the data) to WebSphere Commerce Suite.

With Catalog Architect, you can work through familiar methods — such as spreadsheets and drag-and-drop interfaces — to quickly cut and paste multiple attributes, products and categories in just one step. The simplicity of the interfaces can help you save money, because you won't have to hire highly skilled database engineers to maintain your product data.

If you have large amounts of data in separate business units, you can benefit from the flexible client/server design of Catalog Architect. You can share information on remote database servers for multiple clients. For example, each business unit in a hardware supply house has distinct systems for electric motors, fasteners and hand tools. Each of these units can use Catalog Architect to publish its product information to a common WebSphere Commerce Suite server. This collaborative design allows multiple users from different product divisions to access and update the WebSphere Commerce Suite database from different workstations.

Component	*Function*
Repository component	Creates and manages multiple repositories.
Import wizard component	Provides a wizard that guides you through migration of data from WebSphere Commerce Suite into Catalog Architect using XML import files. The import wizard also lets you restore a previously saved XML file.
List wizard	Provides a wizard that lets you create queries to extract current information from a WebSphere Commerce Suite database — such as tax codes and store category lists — for pick lists used in Catalog Architect.
Abstract product component	Lets you perform product modeling, which is the process of grouping products with similar properties into broader abstractions or families. You can create new products by inheriting properties from existing product families, helping to validate and keep information consistent.
Store component	Creates and manages WebSphere Commerce Suite stores and their attributes.
Product component	Creates and manages products and their attributes.
Item component	Creates, generates and manages items based on their product characteristics.
Category component	Creates and manages categories as well as category hierarchies and attributes.
Categorize products component	Populates categories with products.
Publication selection component	Enables selective publishing of all or part of a catalog to a WebSphere Commerce Suite database. The information is selected, validated and formatted into the WebSphere Commerce Suite schema and populates its tables.
Report card component	Provides a view of evaluation results and allows immediate correction of inconsistencies.
XML save component	Lets you save the contents of a repository or store into an XML file.

IBM WebSphere Catalog Architect at a glance

Hardware requirements	• 128MB RAM • 400MHz or faster, Pentium® processor • CD-ROM drive
Disk space requirements by product	• Catalog Architect requires 65MB of free disk space • IBM DB2® Universal Database™ server requires 161MB (for local repositories or DB2® server) • DB2 Universal Database client requires 132MB (to access DB2 server remotely) • Adobe Acrobat Reader requires 10MB
Software requirements	• Microsoft® Windows NT®, Version 4.0 with Service Pack 5 or higher • IBM DB2 Universal Database, Version 6.1 with Service Pack 2 WR21163 - DB2 is provided with Catalog Architect for client utilization; a separate DB2 license is required for client/server installations • Additional database client required (based on database server and WebSphere Commerce Suite platform installed) – Oracle JDBC/ODBC client (available from the Oracle Web site) for WebSphere Commerce Suite with Oracle – IBM AS/400® Client Access for Windows NT for Net.Commerce for AS/400
Prerequisites	IBM WebSphere Commerce Suite, Start Edition for Windows NT, Version 4.1, using DB2 or Oracle databases; IBM WebSphere Commerce Suite, Pro Edition for Windows NT, IBM AIX® or Sun Solaris™ operating environment, Version 4.1, using DB2 or Oracle databases; or Net.Commerce for AS/400, using DB2 Universal Database

With Catalog Architect, you can import or export product information in the form of Extensible Markup Language (XML) files, making it easy to share the contents of catalogs across different workstations. XML enhancements also allow mass import, update, addition and deletion of information to help streamline data exchange.

Quality checks help satisfy buyers—and the bottom line

Catalog Architect performs multiple evaluation and validity checks to ensure the complete, correct and consistent data required by WebSphere Commerce Suite. With Catalog Architect, your catalog will have the qualities your buyers want—accurate, complete, up-to-date product information. In turn, you can reap the benefits of improved customer satisfaction, repeat customers and fewer returned products.

For more information

For more information about IBM WebSphere Catalog Architect, contact your IBM marketing representative or IBM Business Partner, or visit: *www.ibm.com/software/websphere/commerce*

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