IBM Commerce Learning Academy

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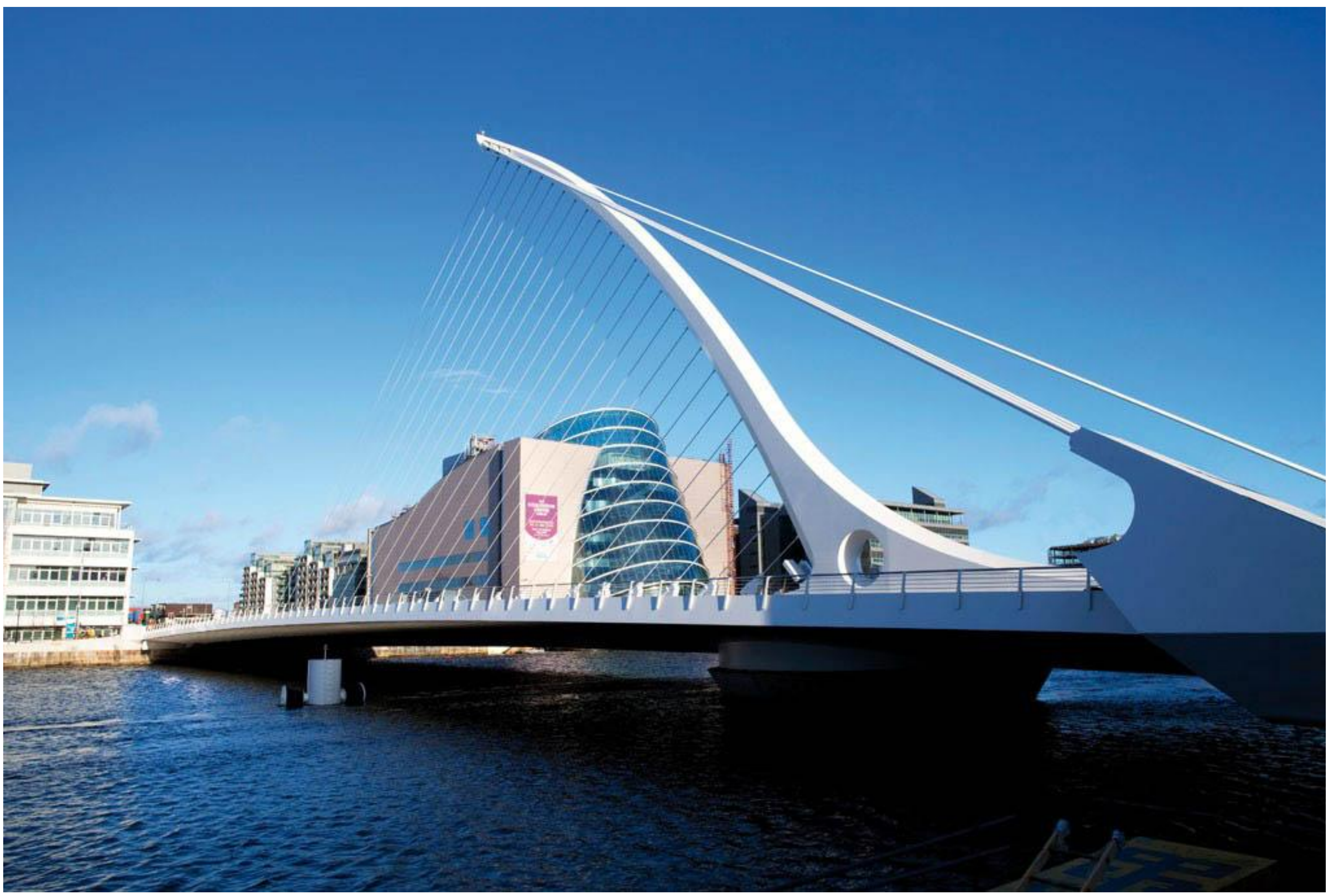
Technical Session Abstracts



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Customer Analytics

CUSTOMER ANALYTICS SESSION 01 (CUST A S 01)

Tealeaf Integrations using the Event Bus and Data Connector

This breakout session will demonstrate how Tealeaf, making the use of the Event Bus and the Data Connector, can be used to turn Tealeaf into a business user rules engine as well as to provide customer insight. This session will discuss some real life integrations that are being used by Customer Support, Fraud and Marketing teams as well as also demonstrate some uses during the session.

CUSTOMER ANALYTICS SESSION 02 (CUST A S 02)

How to test your IBM Digital Analytics tag implementation

Learn how to test your tag implementation and ensure that your IBM Digital Analytics data is accurate and meets your requirements. In this session I will go through a demo website that has some common tagging problems and I'll use this exercise to show you how to audit a site, what to look out for, the impact that different tagging issues have on your analytics data and what you can do about it. At the end of this session you will be able to apply these concepts to test the tagging on your own website and I will leave you with a checklist that will help you make sure you cover the key tagging elements.

CUSTOMER ANALYTICS SESSION 03 (CUST A S 03)

Taking Voice of Customer Technology to the Next Level with IBM Tealeaf: A Case Study by Air France

The power of Voice of Customer (VOC) and Customer Experience (CX) technologies are brought together at Air France to maximise the insight into the overall customer experience. Air France will explain how integrating both technologies allows customers to analyse the actual experience of the visitor who provided feedback leveraging IBM Tealeaf technology so that the business can corroborate the provided feedback and identify the root cause of customer experience issues. This allows Air France to gain real business value and improve their customer support, identify and address application issues quickly, and leverage feedback information to segment analytics data in a much more advanced manner.

What will attendees learn from this session?

- How Air France uses Customer Experience Management technologies and what business value they add to their digital channel
- A cutting edge and innovative way to improve customer experience by integrating Voice of Customer (VOC) technologies and the leading Customer Experience (CX) Management solution, IBM Tealeaf
- Best practices in integrating VOC and CX technologies

CUSTOMER ANALYTICS SESSION 04 (CUST A S 04)

IBM Tealeaf - Eventing best practices and advanced events

Events are at the heart of any IBM Tealeaf CX deployment and can at times be a bit difficult to create. This session will provide a high-level overview of the various event objects but will then dive into advanced Tealeaf events, best practices, and explanations of the eventing internals.

CUSTOMER ANALYTICS SESSION 05 (CUST A S 05)

Leveraging IBM Tealeaf data at DELL

DELL is a long term IBM Tealeaf customer and is leading the way in leveraging and extending Customer Experience data to improve customer satisfaction and drive increased conversion. In a world where the competition is a click away, having complete visibility into customer struggles and being able to proactively fix the source of friction provides powerful differentiation.
In this session you will learn how DELL is deriving value from the IBM Tealeaf solution. You will also discover unique strategies DELL is using in extending Tealeaf data through integration with other business systems to achieve unprecedented insight leading to improve conversion and customer satisfaction. This session will also explore the potential of integrating Tealeaf data with IBM Bluemix cloud-based platform. Making the most of the Tealeaf data has never been so easy and exciting! Come join us and see how DELL is pushing the boundaries and reaping the benefits with Customer Experience data.

CUSTOMER ANALYTICS SESSION 06 (CUST A S 06)

Gaining deep insight into Visitor Experience to help improve site performance, conversion & adoption

Learn how to carry out detailed Investigations & Analysis of individual visitor paths/experience to gain understanding of what leads to various visitors issues on the site, what influences their commerce decisions and much more.

This will be demonstrated by using the integration of IBM Digital Analytics & Tealeaf to show how customers with both products can benefit in gaining deeper insight into Visitor experiences to identify issues with Site performance, ecommerce sales, adoption etc.

CUSTOMER ANALYTICS SESSION 07 (CUST A S 07)

Delivering great customer experience using IBM Tealeaf

Discover how a leading UK insurance company uses IBM Tealeaf to deliver a great customer experience.

CUSTOMER ANALYTICS SESSION 08 (CUST A S 08)

Tealeaf CX maturity model within an enterprise online retailer

Learn how IBM Tealeaf provides an unparalleled view of customer behavior. The session will discuss how from initial implementation, customer struggle, application issues and outages are quantified and qualified to assist in defect investigation and resolution driving quicker resolution to improve customer experience, retention and conversion. A key element of the session will be to discuss how to transition from using Tealeaf reactively to proactively. This session will be held in conjunction with Karl Pestell from a leading UK online retailer who has recently implemented Tealeaf CX.

CUSTOMER ANALYTICS SESSION 09 (CUST A S 09)

Importing data to create a richer picture of your customers and overall business performance

This breakout session will provide an overview of how to create a richer picture of your customers and their shopping behaviours, through importing in data collected via offline sources.

The main aim of this interactive session will be to present example business use cases which showcase the capabilities of three IBM Digital Analytics Import solutions and how clients can benefit from the:

- Ability to report on both Online and Offline Sales data within Explore, to understand how the entire business is performing (through using the Multichannel import solution)
- Ability to import additional data fields to compliment the already collected tag data through using the Data Extensions Solution
- Importing Registration details for each visitor to create a richer picture of your visitors (through using the Visitor Registration Fields solution)

CUSTOMER ANALYTICS SESSION 10 (CUST A S 10)

Enabling IBM Digital Analytics in IBM WebSphere Commerce

IBM WebSphere Commerce (WSC) has built in capabilities to integrate IBM Digital Analytics tags into some of its templates providing rapid deployment opportunities for clients. This session is designed to discuss and demonstrate these integration capabilities, as well as provide insight into IBM Digital Analytics.

The session will start with basics behind IBM Digital Analytics also specific to WSC environment, followed by how "out of the box" WSC integration works, what are Digital Analytics integration options including via a Tag Manager, benefits for the business and what should clients/integrators be aware of. The session will also touch on some specific WSC e-spots reporting.

The session will be delivered as a combination of slides and a real life integration demonstration on a sample WSC store (Aurora).

Some prior knowledge of WSC would be beneficial although not required.

CUSTOMER ANALYTICS SESSION 11 (CUST A S 11)

Tealeaf DOM Capture for Session Replay

This session will provide a demonstration of how the new DOM Capture feature within Tealeaf can provide enhanced replay functionality within Tealeaf.

CUSTOMER ANALYTICS SESSION 12 (CUST A S 12)

Capturing and Eventing on Custom Values using the Tealeaf UI Capture SDK API

In this session we will discuss and demonstrate how dynamic and custom values within web pages can be captured by Tealeaf from within the browser, and used for events and event values within Tealeaf to provide more insight into customer behaviour and their experiences with your web site.

CUSTOMER ANALYTICS SESSION 13 (CUST A S 13)

Creating business value with IBM Digital Analytics

With the proliferation of digital measurement tools, it becomes increasingly difficult to select the right measurement tool for analysis. This session takes IBM Digital Analytics back to the correct place in the business and shows how business value can be created by correctly using and integrating the tool. Recommendations and real-world examples will be shown so you can start leveraging the capabilities of web analytics tools from a strategic perspective.

This presentation will cover:
- Where is the value in web analytics?
- Creating management dashboards and effective scheduled reporting.
- How to start identifying optimizations and drive this through with actionable proposals.
- Enhance business analytics with exporting the Digital Analytics dataset.

CUSTOMER ANALYTICS HANDS ON LABS

B2B Integration

B2BI SESSION 01 (B2BI S 01)

Best Practices for WTX Map Development and Performance Tuning

WTX is a significant player for Enterprises as a Universal Transformation Solution. Map Performance plays a significant role in the overall success of a transformation solution. High performance maps can be achieved by following a best practices approach throughout the development lifecycle as well as through the application of specific techniques for improving performance.
This session will cover best practices to follow through the requirements gathering, design, development, unit testing and integration testing phases of map development. It will also provide information on various techniques to apply during the type tree design and map design as well as tools available for fine tuning the maps in the product. We will also talk about scaling of maps and various options available in the maps for performance bottle necks.

B2BI SESSION 02 (B2BI S 02)

Deep dive on database performance for IBM Sterling B2B Integrator and Sterling File Gateway deployments

The aim of this presentation is to go through common causes of IBM Sterling Integrator & Sterling File Gateway Database issues, how different Database maintenance jobs work and how to gather & understand different Database key performance indicators and reports. This session will help you understand your Database and better tune your schedules to reduce heavy Database operations during peak periods. Best practices and tips learned from field work with large customers will be shared. Topics include: Database connection pooling best practices, understanding and tuning maintenance processes, and adjusting persistence and lifespan for optimal performance.

We will also cover some Database aspects that affect performance, for example locking, SQL execution plans, transaction logs and optimizer statistics. Furthermore, Database reports and "must gather information" from the field will be presented and discussed. At the end of this session you will have a broad overview on how to monitor your Database, interpret Database reports and how to avoid common problems.

B2BI SESSION 03 (B2BI S 03)

Achieving high availability with IBM B2B Advanced Communications

More and more businesses are facing the challenge to be "always on". B2B Advanced Communications has been specifically designed to improve the availability of your solutions. Topics will include details about the capabilities of Advanced Communications, use cases that it addresses, deployment topologies, as well as a discussion of the market demand in Europe.

B2BI SESSION 04 (B2BI S 04)

Addressing security requirements with the features and capabilities of Sterling B2B Integrator

Security is one of the top concerns in the ever evolving B2Bi industry. The limits of the security standards are being continuously pushed as the threats evolve and as such business applications are required to adapt to these challenging needs. Keeping this mind, we want to highlight how Sterling B2B Intgerator is maintaining high security capabilities and at the same time maintaining high level of performance and integration abilities with different other applications. We will showcase the security standards of B2Bi at different levels of the product including: authentication, authorization, policy based security, encryption standards, signing/verification support, TLS layer Encryption, PGP, etc.

B2BI SESSION 05 (B2BI S 05)

Latest and greatest in IBM Control Center

Join Mike Gorman, Chief Architect of IBM Control Center, for an overview of IBM Control Center, IBM's strategic solution for end-to-end, B2B visibility. Of special emphasis in this breakout session will be an overview of the new features added in 6.0, a demo of the new-and-improved web console, and a walk through of the self-service features that empower less technical users to answer the perennial question "where's my file?" This session will also include a special preview of Control Center's new high availability features and Open Server Architecture

B2BI SESSION 06 (B2BI S 06)

Designing IBM Sterling B2B Integrator Processes for Peak Performance

The full potential of IBM Sterling B2B Integrator and IBM Sterling File Gateway is unleashed when business processes are designed with all the numerous performance optimization tips and tricks in mind.

This session focuses on how improved business processes can enhance the throughput of your environment and help to prevent critical issues such as out of memory situations, filling up database tablespaces or increasing step-to-step execution times. We further show the impact that a large ProcessData or Document area can have on the system as well as techniques to maintain their size.

These best practices collected by services and support in the field will be presented starting with simple XPath concepts like get-property/set-property or DocToDom to more advanced topics such as the Do's and Don'ts of performance sensitive process modelling.

B2BI SESSION 07 (B2BI S 07)

Customer Case Study: Options, planning and issues when upgrading Sterling B2B Integrator

Global Logistics and Transport provider DSV utilise IBM Sterling B2B Integrator for the processing and routing of critical files internally through their organisation and out to partner/customer systems. Their Architect, Lars Karred Larsen, will share his experience of a recent application upgrade from version 5.1 to 5.2, as well as previous migration from Gentran Integration Suite v4.3. The presentation will cover preparation activities, lessons learned and the pros/cons of an in-place upgrade vs. a new install+migration.

B2BI SESSION 08 (B2BI S 08)

Latest and greatest in IBM Sterling B2B Integrator and IBM Sterling File Gateway

B2Bi and SFG provide the underpinnings to many mission critical transformation and MFT implementations. Come to this session to hear about recent enhancements in the areas of security updates and delivery approaches, performance improvements, system health management tools, as well as exciting new approaches designed to improve overall system availability.

B2BI SESSION 09 (B2BI S 09)

High Availability Architectures for B2B and MFT solutions

More and more, requirements for increased availability, supporting multiple data centers and stringent SLAs on disaster recovery scenarios are surfacing to the top of agendas for owners of integration and managed file transfer solutions. Come hear about recent enhancements in the Sterling B2B Integrator and Sterling File Gateway portfolio which are designed specifically to address these challenging requirements.

B2BI SESSION 10 (B2BI S 10)

IBM's B2B and Managed File Transfer Strategy, Vision and Overview

B2B Integration, file transfer and transformation requirements continue to increase in importance and criticality. Customers need systems to be available 24x7, they need to be able to communicate with networks of trading partners at any point in time, and increasingly are seeing geographic expansion requirements. In this session, leaders in the IBM B2B team will share insights into the direction of the portfolio, including topics such as file transfer capabilities, cloud or hybrid delivery approaches and analytics.

B2BI SESSION 11 (B2BI S 11)

Revolutionizing B2B Onboarding and Trading Partner Management

Get ready to say goodbye to manual, resource intensive, error-prone processes for trading partner onboarding and ongoing maintenance. With IBM Multi-Enterprise Relationship Management (MRM), you empower your trading partner community through an engagement hub that supports a self-service model. MRM lets you easily orchestrate your onboarding and maintenance activities end-to-end with a customized, branded experience for your partners, customers and suppliers. In this session, you will learn about IBM MRM which is a SaaS solution that automates B2B Trading Partner Management and onboarding via a fully customizable, customer-branded self-service engagement hub.

B2BI SESSION 12 (B2BI S 12)

IBM Transformation Strategy

Transformation is the most challenging part of an integration. Enterprises rely on transformation technologies to comply with industry and regulatory standards in a timely manner and also maintain currency with industry data standards. This session addresses how IBM can help enterprises optimize investments using IBM transformation technologies. It will also provide information on the strategy and path ahead for IBM Transformation Technologies (WebSphere Transformation Extender, Sterling B2B, Standards Processing Engine and Financial Transaction Manager).

B2BI SESSION 13 (B2BI S 13)

Accelerating IBM MFT: The High-Speed Add-on for IBM B2B Solutions

Are you interested in transferring files faster and with greater reliability? With the new IBM Aspera High-Speed Add-on for Connect:Direct, existing MFT-solutions are able to use the patented FASP (Fast, Adaptive and Secure Protocol). FASP transfer times are as fast as the link will allow (up to 1,000x standard FTP) and highly predictable, regardless of network conditions. FASP has also implemented advanced quality of service to make sure it shares high speed links fairly and without disrupting other business critical traffic. Come to this session to learn more about the capabilities of this solution and how easy it is to activate the add-on with Connect:Direct implementations.

B2BI SESSION 14 (B2BI S 14)

Implementing a mission critical B2B Solution: Best practices to evolve from a small-scale infrastructure to a large scale, high availability, high volume, multi-protocol environment

In our session we would present the steps, technical issues and challenges found (based on our experience) as well as resolutions, on the evolution from a very simple Sterling B2B Integrator infrastructure with limited traffic, communication protocols and interfaces, to a high availability environment distributed over different datacenters, enabling multiple communication protocols and supporting higher and higher traffic volumes: Load balancing, concurrent processing, intra-datacenter traffic, redundant paths and components, etc.

B2BI HANDS ON LABS

eCommerce

ECOMMERCE SESSION 01 (ECOMM S 01)

Tuning Commerce Search Performance and Relevancy

This session starts with discussing a few useful index tuning techniques to help improve overall indexing time using Solr / Lucene configuration, horizontal and vertical sharding; and from a server runtime perspective, what kinds of caching and invalidation techniques can be used to improve the overall throughput and response time of each Search operation.

The second half of this session will be spent on discussing how to tune the Search runtime to improve the overall search relevancy. These are techniques that allow business and IT users to fine tune Commerce Search for the purpose of merchandising as well as other general tuning parameters to produce more relevant keyword search results to shoppers and shorten the number of clicks to get to the desired product item.

Toward the end of the presentation the speakers will walk through a few real life scenarios to show the audience how the discussed techniques can be applied.

ECOMMERCE SESSION 02 (ECOMM S 02)

Leverage WebSphere Commerce Caching to maximize your application performance and scalability

Caching is a critical part of maximizing application performance and scalability. WebSphere Commerce can take advantage of multiple caches. These are defined in multiple tiers and use varying granularity levels.

Their use is combined to provide the most reusability and achieve optimal performance. Come to this session to understand their benefits and leverage them to improve your user experience!

You will learn about the different caching options from database result set caching (Data Cache), to full page, REST and edge caching. We will discuss available caching configurations and their potential use cases including: search-based catalogs, new caching capabilities in the Search servers, architectures using DRS and WXS, as well as invalidation considerations.

You will be able to leverage the knowledge learned in the session to find the configuration that best supports your business requirements while providing the biggest advantage for performance.

ECOMMERCE SESSION 03 (ECOMM S 03)

Customizing Websphere Commerce Search

Starting with Feature Pack 7 a new runtime architecture has been introduced to allow the Storefront search and browse traffic to be separated from the transactional traffic, which traditionally can only be handled by the Commerce server. The new Search server runtime is built based on a flexible REST-based programming model that provides various customization end points and plug-able extensions. This session is targeted for WebSphere Commerce practitioners who want to understand the new search runtime architecture and customization end points provided by the search framework. The presentation will walk you through various search programming model artifacts including Search configuration XML, Search Providers, PreProcessors and PostProcessors.

Understanding how data moves in and out of the search index in production is equally important as this can impact the accuracy of the data at your storefront. This is why index lifecycle management should be part of the design consideration, from frequency and volume of data updates to cache invalidation. All of these external factors can affect where and how you store the data inside of the index and how frequent you can refresh them. As part of the session you'll also learn about some of the common external influence factors that can potentially changes the way you customize your Search runtime.

At the end of this session you will have a clear understanding of WebSphere Commerce Search runtime framework and various customization end points available for implementation in WebSphere Commerce engagements

ECOMMERCE SESSION 04 (ECOMM S 04)

Minimizing scheduled and unscheduled downtime for WebSphere Commerce

This session will help enable participants to make the right choices to minimize scheduled and unscheduled downtime of their WebSphere Commerce based solution.

Topics will include options for deployment topologies which help to minimize downtime, as well as suggested methodologies and best practices for minimal downtime in rolling out updates to WebSphere Commerce platform as well as application customizations.

There are multiple deployment choices such as single DC single Cell topology; Single DC multiple cells topology; multi-DC multi-cell topology. Advantages and disadvantages of such topologies will be reviewed. We will also review the best practices for zero downtime deployment of WebSphere Commerce maintenance releases as well as existing methodologies for downtime minimization of other types of platform and customizations updates

ECOMMERCE SESSION 05 (ECOMM S 05)

Commerce on Cloud: Go from Concept to Live in Less Than 90 Day

IBM Commerce on Cloud provides omni-channel commerce capabilities to create a superior selling and buying experience 'out of the box'. Kick start your online store using the IBM WebSphere Commerce Aurora storefront and the fast, proven foundational features of IBM Software Services' Rapid Deployment Solution for Commerce (RDS-Commerce). The prescriptive RDS-Commerce approach, by leveraging the out-of-the box features of WebSphere Commerce and the Aurora storefront as a foundation to your eCommerce solution, provides you with a fast to market approach for your eCommerce site. The RDS-Commerce approach provides a base on which to expand your solution, with future phases taking advantage of the additional WebSphere Commerce features available to you. This solution brings to market:

- Known cost and timeline for IBM WebSphere Commerce implementation
- Full solution from start to finish
- Predefined artifacts for project management and design
- Pre-built components for faster implementation
- Standard integrations for orders, inventory, payment, data load, etc.

ECOMMERCE SESSION 06 (ECOMM S 06)

Order Management Performance Optimization: A use case and best practices from one of the largest European retailers

Our customer is the biggest department store group in Europe and ranks fourth worldwide.

This presentation explains the business need, challenges and the IBM Order Management Solution. It focuses on the processes that resulted in the highest volume of inventory adjustments and RTAM broadcast archived in a real-life environment. In additional to the solution, the presentation also shares the technical tips and product tuning characteristics that we learned during the journey.

ECOMMERCE SESSION 07 (ECOMM S 07)

OMS continuous delivery with Docker and Urbancode

This session shares the architecture and practices to enable continuous delivery with Docker and Urbancode Udeploy for Sterling OMS. The audience will learn how these can be brought together to improve efficiency and speed and lower the total cost of ownership.

ECOMMERCE SESSION 08 (ECOMM S 08)

IBM Sterling OMS - Edge Deployment Server

Sterling Order Management serves a multitude of stores simultaneously with a single enterprise server. In such scenarios, the load on the enterprise Sterling Order Management enterprise server is too high and since all the clients connect to a single server, the communication time increases. To handle such issues, Sterling Selling and Fulfillment Foundation version 9.3 features architectural enhancements for Sterling Order Management to be extended to multiple servers, each serving a local population of users.

This enables a scalable implementation model with a mix of corporate enterprise servers, regional servers and remote servers that reside on the edges of the network, such as retail stores, warehouse and depot locations.

This session will introduce the audience to Edge Deployment Server, discussing its architecture, advantages and configuration.

ECOMMERCE SESSION 09 (ECOMM S 09)

Sterling OMS Upgrade : An Overview

This session targets IBM Sterling OMS clients and the technical community who have a Sterling OMS instance and want to upgrade to a newer version of the product. This session covers best practices to follow while upgrading IBM Sterling OMS, how the upgrade actually happens at the back end, overall steps to do an upgrade and commonly faced problems and resolutions.

Minimum knowledge on IBM Sterling OMS is expected to benefit from attending this session.

ECOMMERCE SESSION 10 (ECOMM S 10)

Optimize your peak season user experience from both server and client side perspectives

Peaks such as Black Friday and Cyber Monday drive significantly more traffic to eCommerce sites with hot deals. Increased traffic leads to more sales which is great for the business, but drives a challenge for IT and operations teams to maintain site operation with increased volume. One of the biggest challenges is to manage the higher volume within the capacity of the site while maintaining similar user experience. This session will discuss the guidelines organizations can take to prepare for peak, as well as common pit-falls that drive higher CPU utilization observed from WebSphere Commerce implementations.

In addition, we will also discuss the importance of optimizing your web site for improved user perceived response time. Traditional performance and scalability tests typically focus on server side response and scalability. The load tests often drive only requests to the server without any static objects loaded. This approach may validate server scalability, but does not measure end user experiences visiting the site. This session will also discuss factors that can contribute to longer user perceived response time and what are some of the typical patterns that can be used to improve it.

ECOMMERCE SESSION 11 (ECOMM S 11)

Taking Advantage of Next Generation Pricing Science From IBM

Setting the right price is becoming an increasingly complex task for retailers. Traditional brick and mortar retailers struggle to establish omni-channel pricing strategies that properly align with a changing competitive landscape as well as more sophisticated consumers who make shopping decisions via multiple engagement points. Meanwhile, e-commerce retailers scramble to keep up with the millions of daily price changes from Amazon.com. Join us as we share the next generation of pricing science being developed to equip retailers with the insights to thrive in such a dynamic, competitive landscape. Also learn about how your organizations can best prepare to take advantage of these new science capabilities.

ECOMMERCE SESSION 12 (ECOMM S 12)

The Future of eCommerce

The eCommerce marketplace has changed – dramatically - and there's no going back. Customer expectations are soaring: they are in an unprecedented position to demand a great experience or they walk. As a business, having actionable insight and being able to implement it with speed causes you to win. It enables you to build long term relationships. If you are an eCommerce professional that wants to be empowered to take control of your own destiny, join us to learn how IBM is making eCommerce personal and relevant, allowing you to seamlessly fulfill orders across all channels, while using flexibility and speed to adapt and capture every possible opportunity and provide feedback that you can leverage in your future plans.

ECOMMERCE SESSION 13 (ECOMM S 13)

Multi content type handling support via web services for IBM Sterling APIs

IBM Sterling Selling and Fulfillment Suite helps companies to achieve higher levels of supply chain performance; the backbone of IBM SSFS lies in its high performance APIs. So far these APIs have been XML based and template driven, but starting from the 9.4 release, addressing customers' requests for a REST interface, we now support multi content types for IBM Sterling APIs via web services. This session will cover using IBM Sterling APIs for supporting JSON input and output, its capabilities and limitations. These APIs are stateless and are exposed as REST web services and allow customers to perform certain CRUD operations on basic resource types. During this session we will identify how customers can use JSON based APIs in the most efficient way, along with sharing recommendations on handling templates, implementing the most suitable authentication and authorization, using RestServlet effectively, and other API conventions.

In this session customers will get an overview of the capabilities of multi content handling of IBM

Sterling APIs. We will showcase how customers can make the best use of these web services, secure them and integrate them to their current supply chain offering, thereby enabling a seamless customer and partner experience.

ECOMMERCE SESSION 14 (ECOMM S 14)

Integrating your IBM WebSphere Commerce Site with Commerce Insights

IBM Commerce Insights is a new solution introduced with WebSphere Commerce. With IBM Commerce Insights, business users can view and act upon web analytics and business information in an easy to consume format, allowing them to make better business decisions and take actions directly in the context of the business they manage.

ECOMMERCE HANDS ON LABS

Marketing

MARKETING SESSION 01 (MKG S 01)

Interact - Event Patterns and Learning Engine - Part 1

In this session we will cover:

Learning engine

- Understanding Self-Learning Functionality
- Understanding Self-Learning Configuration
- Understanding Data Requirements for Self-Learning

Event Patterns

- How to configure and apply event patterns including Advanced Patterns

The Importance of Data

- Preparing and administering the Profile Table(s)
- Session data and its management during and after an interactive session
- Dimension tables
- The use of the Custom Logger
- Score Override tables - best practice and table administration
- Omni-channel data administration, for Offers and History

MARKETING SESSION 02 (MKG S 02)

Streamline campaign delivery using IBM Marketing Operations

This session will cover core capabilities of IBM Marketing Operations, including request entry and approval, customised briefing templates and workflow branching.

It will demonstrate how Marketers can push and pull data to and from external financial and operational systems and how they can use the inbuilt digital asset store and mark-up functionality combined with approval task flows to streamline and manage creative production.

Within the system, API trigger events can be used to insert and update data in real-time. These events can also power the publishing of creative assets.

This session will be supported by client examples on how IBM Marketing Operations can be used to support a clients plan and streamline campaign delivery through a user-friendly and secure interface, engaging stakeholders throughout the process from different parts of the business and include API examples to highlight the advantage of automatic event based triggers, minimizing the need for manual data entry and re-entry across multiple application

MARKETING SESSION 03 (MKG S 03)

Developing Customer Personalisation: Moving from analogue to digital

The digital world and the technology that has accompanied its growth and development has opened up all kinds of new possibilities for personalised marketing. However, the knowledge and principals that have developed over the years in the 'analogue' world of customer personalisation is important for businesses with a traditional and digital retail model, but there is also something important for those solely occupying the digital space. As a retailer with a rich tradition of personalisation through the Boots Advantage Card and a significant retail estate, Boots are on a journey of connecting our customer loyalty world and our digital activity.

This presentation covers the challenges facing a retailer with omni-channel ambitions connecting online and offline, how we have applied our existing knowledge and principals in the digital world referencing the development of Boots digital offers and where further challenges come from in the development of our omni-channel model.

MARKETING SESSION 04 (MKG S 04)

Integrating with Journey Designer via API

Journey Designer is a relatively new offering within IBM Commerce. There has been some expressed interest in knowing more about Journey Designer, and from a technical perspective, how to integrate with it.

This session will go over usage of Journey Designer, and then follow with the steps necessary to integrate with it from a third party (non-IBM) cloud application. After this session, participants will have the knowledge necessary to send and receive information between their applications and Journey Designer.

MARKETING SESSION 05 (MKG S 05)

Engage Integration Part 1 - Integrating with IBM Engage

We will present an introduction to the various methods of integrating with the IBM Marketing Cloud's Engage platform. This will include:

- Introduction to the Engage platform
- Overview of API options and their related technologies
- How UBX can be used to integrate with Engage
- A deep dive into some specific use cases covering the following topics:
    - Adding and updating contacts using your own web forms
    - Handling your known and unknown visitors
    - Creating personalized mailings with HTML from your CMS
    - Scoring your leads and harnessing scores on your website

  - Leverage a contact's status in Engage Programs to determine dynamic website content
  - Importing contacts and related data in batch from a data warehouse or CRM
  - Exporting opt outs to your data warehouse or CRM
  - Exporting tracking metrics to your data warehouse or reporting suite

MARKETING SESSION 06 (MKG S 06)

Engage Integration Part 2 - Advanced Engage Integration Tips and Tricks

We will explore tips, tricks and best practices for integrating with the IBM Marketing Cloud's Engage platform. This will include:

- Tools that can be used to explore and test API calls
- Best practices for authentication and managing authorization keys
- Rate limiting of API calls
- When to use batch vs. synchronous API methods
- Alternatives for extracting metrics for your messages
- When marketers should use Programs, Scoring or Queries to manage segmentation or drive automation
- When to use Contact lists, Relational Tables or Universal Behaviors

MARKETING SESSION 07 (MKG S 07)

Study of the IBM Campaign Flowchart log to analyze poor design and system load: a pathway to implementing Best Practices

IBM Campaign is the heart of IBM Marketing Automation's solution and the core of Campaign is the Flowchart. Designing a Flowchart is a task designed to be user friendly for the marketing user; however, not always does an effective Flowchart turn out to be an efficient one. The same results can be obtained in different ways and this variability is a usability strength but is also the cause of differences in run efficiency. Remembering that behind the Flowchart interface there are machines at work handling complex concurrent operations and that multiple Flowcharts consume resources at the same time, this session will allow us to verify through log analysis what parts of the environment are bearing the brunt of the work, from database activity to Campaign server CPU cycles and memory usage to network data flows. Based on this information, we will be able to refer back to the Flowchart and its design to verify if best practices are being respected and how to change the workflow to reduce or redistribute system load on the the hardware components and improve flowchart run times. The direct link between the Flowchart logs and its design will be used as a key which anyone who has access to the logs can use to determine how the system is running and how to intervene for architecture and Flowchart tuning.

This session is aimed at IT professionals who are responsible for the management and administration of IBM Omni-channel Marketing Solutions (formerly known as Unica). The session will provide a range of recommendations, advice and best practices to enable IT teams to optimise the availability and performance of their environment.

MARKETING SESSION 08 (MKG S 08)

UBX Part 1 - Overview and use-cases for marketing data exchange ecosystem

Customers experience can vastly improve by having right context which depends on the data collected at various touchpoints. IBM Universal Behavior Exchange provide the platform which can streamline the process of sharing customer events data across applications and channels such as web, paid media, mobile, email and social networks. It also enables audience segment exchange to expedite customer engagement activities.

In this session we will take you through the use-cases for data exchange between SaaS applications, on-prem applications, and IBM partner applications.

Note: This is an introductory session with a recommended lead into the hands-on lab - "How to participate in IBM Marketing Cloud data exchange ecosystem"

MARKETING SESSION 09 (MKG S 09)

Marketing Automation Product Roadmap

Learn about the latest features of the Marketing Automation (Unica) products the exciting future plans in the Product Roadmap

MARKETING SESSION 10 CONTINUATION OF (2ND HOUR) MARKETING SESSION 01 (MKG S 10)

Interact - Event Patterns and Learning Engine - Part 2

2nd hour for the Learning engine:

- Understanding Self-Learning Functionality
- Understanding Self-Learning Configuration
- Understanding Data Requirements for Self-Learning

Event Patterns:

- How to configure and apply event patterns including Advanced Patterns

The Importance of Data:

- Preparing and administering the Profile Table(s)
- Session data and its management during and after an interactive session
- Dimension tables
- The use of the Custom Logger
- Score Override tables - best practice and table administration
- Omni-channel data administration, for Offers and History

MARKETING SESSION 11 (MKG S 11)

IBM Marketing Cloud: Automate Multi-channel Dynamic Marketing Programs

Have you ever wondered how you could better utilise your marketing channels to have a holistic view of your customers and engage with them dynamically on their preferred channels?

This session will cover how IBM Marketing Cloud can deliver Multi-channel Automated Dynamic Marketing Programs. IBM Marketing Cloud Solution Consultants will be sharing their years of multi-channel expertise with the audience. They will be discussing how organisations can benefit from multi-channel automation and how to start conversations with customers on the most appropriate channel. They will explore how to listen to customer behaviours (including Social Media) and engage with them through automated programs.

Real case scenarios will be used throughout the presentation.

MARKETING HANDS ON LABS

Payments

PAYMENTS SESSION 01 (PMTS S 01)

Overview of IBM Commerce's recently new announcement of IBM Payment Gateway

Find out how to open up new revenue opportunities in retail payments with global enablement of digital consumer payment acceptance. This session will introduce the IBM Payment Gateway; IBM's newest cloud-based product which financial service providers can utilize to offer their merchants a self-branded, highly secure, turn-key payments solution with a single point of instant access to hundreds of local payment methods and currencies.

Provides an overview about our new offering in IBM Commerce: IBM Payments Gateway

- Functionality
- Benefits
- Buyers
- Success stories

PAYMENTS SESSION 02 (PMTS S 02)

IBM Commerce payments strategy, direction and roadmap

Overview of IBM's evolving payments product strategy with highlights on recent and near term announcements.

PAYMENTS SESSION 03 (PMTS S 03)

Taking the ESB to the next level: Rapid creation of an ESB based HUB for financial services

This session introduces IBM Financial Transaction Manager (FTM) and how it can be used to accelerate the creation of custom ESB based HUB solutions for financial transactions. Concepts covered will include the FTM methodology, ISO20022 based canonical data representation, the FTM model based orchestration of financial transactions, the use of the data model for transaction tracking and audit trail, and the use of Operational Decision Manager (ODM) rules for process orchestration and routing.

PAYMENTS SESSION 04 (PMTS S 04)

Tuning an IBM Financial Transaction Manager solution for performance and scale

This topic discusses how to tune an FTM solution for performance and scale, with practical examples on how to use trace and instrumentation facilities to identify performance hot spots, including guidelines on design patterns for performance.

PAYMENTS SESSION 05 (PMTS S 05)

Keeping up with Emerging Payment Standards with IBM Financial Transaction Manager

Imagine if a single platform enabled organizations to process multiple Payment Types - National, Cross Border, International (ISO 20022, NACHA, SWIFT, ANSI x9, CPA, etc.) - for multiple Roles (Originating / Receiving institution, Central Bank, Third Party Service Provider (TSP), etc.) in combination with different payment schemes - from traditional batch, through SEPA, Real Time Gross Settlement (RTGS) - to emerging Real Time consume payments schemes. Learn how IBM Financial Transaction Manager can provide a platform for current and emerging payment standards.

Procurement

PROCUREMENT SESSION 01 (PRCMT S 01)

Customizing the Emptoris application UI & behavior using application configuration framework

An in depth look at how Emptoris Virtual Supply Master and Emptoris Program Management customers use the Roles and permissions configuration including Attribute, Form, Table and Query configuration framework in conjunction with workflows to customize the application behavior. Discussion will also cover the Event Editor feature that allows customers to build event triggers in the application.

PROCUREMENT SESSION 02 (PRCMT S 01)

Integrating with IBM Procurement Solutions - A Technical Overview

Imagine a town with many national highways passing through it. There are many places you can come in from and many places you can go to. To have the traffic flowing smoothly, the infrastructure design needs to be well thought through. The IBM Procurement Solution has a similar need. It is a suite of multiple products and to leverage its full potential it needs to be integrated with other upstream and downstream systems. We use a wide range of technologies for such an integration. In this session, we will present a consolidated view of the integration capabilities and provide comprehensive coverage of the technologies we use (SOAP Web Services, REST API, XML over HTTP).

PROCUREMENT SESSION 03 (PRCMT S 01)

Integrating IBM Emptoris Sourcing with downstream systems using REST Web Services

An overview and deep dive session covering the IBM Emptoris Sourcing RESTful web services for creating and configuring Sourcing Events. This session will cover a typical integration use case that requires creating an event from an ERP system

PROCUREMENT SESSION 04 (PRCMT S 04)

Interview Wizard for Contract creation: A case study for usability focused product design

For any enterprise, agility and accuracy of the contract creation process can have a significant impact to the bottom line and risk exposure. While all contract management products allow creation of contracts, very few address the problem of agility and accuracy in this process.

For any organization creating a large number of contracts, the following are critical goals:
- reduction in contract creation time/efforts
- reducing the skill level needed for contract creation
- ensuring compliance
- managing risks associated with non-standard "rouge" contracts

IBM Emptoris Contract Management's interview wizard feature is a great example of a usability centric feature. To achieve the feature goals, the Contract Management team studied the contract creation process with a design mindset. The feature soon evolved into a layer of abstraction to capture the contract creation process. This abstraction was designed with the contract creator in mind. This abstraction not only captured the objects into the contract domain, but also integrated them with the typical organization structures and processes. With this usability centric design, we not only achieved the stated goals but also generated a new concept of logical workflow related to contract creation.

This is a case study for how usability centric design helped IBM deliver value to customers using this killer feature.

PROCUREMENT SESSION 05 (PRCMT S 05)

Innovative web based solution to help drive contract compliance and governance

IBM Emptoris Contract Management is a leading contract management solution. For the legal community, MS Word is the tool of choice for editing contracts. Emptoris Contract Management allows a tight integration with MS Word. This integration is implemented in the form of a .Net add-in. While the tight integration with MS Word is favored by most, some users do not want to get tied to MS Word. In addition, these users need a web interface which goes beyond the read only ability. Most of the capability of .Net addin had to be present in the web interface.

Contract Management came up with an innovative approach which takes advantage of the OOXML structure for MS Word documents. The Contract management team designed a stateless server component for reading the MS Word documents in OOXML format (i.e. docx) and generating HTML which can be rendered on any browser. The component also exposed a rich set of APIs to allow operations on the Contract. To address the performance issues with rendering of large complex contracts, we wrote a multi-threaded XML parser to replace the one provided by MS. Finally, to ensure product quality and reduce dependence on manual QA, nUnit based test automation was created to provide high test coverage for sever component.

The web interface for contracts is a showcase of IBMs dedication to customer success and building innovations that matter.

Data

DATA SESSION 01 (DATA S 01)

Supporting Tomorrow's Data-Hungry Business-Facing Cloud Applications

The next generation of enterprise cloud-based services will require a level of granularity and availability beyond flat files and sFTP. How do we know what data to retain and at what granularity? We'll discuss the common business cases that call for extreme granularity and real-time availability of data and how to recognize which business requirements may be data intensive. Ever receive an interface specification from a SaaS vendor that asks for a bunch of vaguely defined columns? So have we. Understanding the common uses of transaction and customer-specific data is key to successfully unravelling the business rules required to develop and deliver the data.

Business Partners

Business Partner Session 01 (BP S 01)

Augmenting WebSphere Commerce with Inspirational Content for Engaging B2C and B2B Experiences

Creating customer experiences that provide differentiation and have a tangible positive effect on KPIs is an increasing challenge for retailers, brands and distributors. With the steady and necessary demise of separated brand sites and eCommerce sites operational teams in ecommerce and marketing are often struggling to effectively and efficiently create the experiences that customers want. The relentless pace of new product launches, promotional schedules, marketing schedules and competition monitoring only serves to make trading your store ever more complex.

CoreMedia LiveContext for IBM WebSphere Commerce enables marketing users to infuse compelling and relevant content into the online customer experience resulting in increased conversion, engagement and loyalty. In the session, we demonstrate how easy it is for online teams to rapidly extend and enhance their online offering without needing external agencies or further IT involvement.

In this session, you will learn:
- Why content is strategic for today's retailers.
- How marketing users enrich your home page and your department, category and product detail pages with inspirational content.
- Strategies for smoothly creating the pathways to purchase from your content.
- How adaptive and responsive standard templates improve your Google ranking.
- How you make your images shoppable with just a few clicks.
- The benefits of having a common digital asset management hub delivering all the assets for your sites
- How easy it is to overwrite standard product catalog images.
- How to create brand sites, campaign sites and blogs, in addition to enriching your online store, all from a common base of content and digital assets.
- Why static content isn't effective anymore and how dynamic content creates great customer experiences.
- How you personalise the experience based on IBM Commerce segments.
- How you effectively leverage content reuse for mobile apps, instore displays, newsletters, and social media networks.

CoreMedia has been delivering online platforms for leading enterprise brands across varied industries for over 17 years. The company's software solutions seamlessly integrate digital and social media assets, increase editorial productivity and accelerate time to market. CoreMedia LiveContext, an IBM WebSphere Commerce Validated Technology Partner solution, gives business users full power to blend content and commerce. Existing customers include Homebase, Boots, and Office Depot.

Hands on Labs

CUSTOMER ANALYTICS LAB 01 (CUST A LAB 01)

Hands-On with IBM Tealeaf Customer Experience on Cloud

Join us for an introduction to IBM Tealeaf in the Cloud! Attend an interactive session to discover how IBM Tealeaf as a service (Tealeaf SaaS) can deliver unparalleled insight and reporting across all customer touch points. During this session you will have the opportunity to interact with a website by taking a short online quiz and have your user journey captured by Tealeaf SaaS in real time. You will then be able to replay sessions visually in Tealeaf SaaS to see exactly how the journeys looked to the end user and what interactions were made with each page.

The session will take the form of an interactive workshop followed by a presentation. As part of the workshop, participants will complete an online quiz with the chance to win a prize. The resulting web traffic will form the basis of the presentation during which we will explore some of the reporting features of Tealeaf SaaS. This format help to illustrate the blend of high fidelity visual replay and powerful reporting tools that gives unparalleled insight into the customer experience. The analyst using Tealeaf SaaS is able to quickly identify sessions of interest and then drill into them to visually replay the user journey.

CUSTOMER ANALYTICS LAB 02 (CUST A LAB 02)

Smarter Reporting: Get more from your Web Analytics data with IBM Digital Analytics Explore

This hands-on session will cover key advanced features of IBM Digital Analytics Explore that are guaranteed to enhance your insights into your web analytics data including:

- How to create and use your own Custom Metrics for advanced filtering and segmentation
- Utilize Explore Attributes in your reporting
- Smart report creation techniques for greater insights
- Gain insight through real time reporting

For the new user this session will provide insight into the IBM Digital Analytics Explore module and extend their depth and range of analysis, whilst for those with a basic understanding of Explore reporting will be able to delve into some of the less well known capabilities and help bring additional levels of analysis into their reporting.

B2BI LAB 01

Test Drive the new IBM Control Center 6

Join us in a hands on lab environment to test drive the brand new web client and features in Control Center 6. This includes taking a fresh look at creating monitoring rules through the new Monitor. This capability, as well as, the completely redesigned rules and SLCs interface. We'll also look at how you can use Personal and Group Workspaces to create a personalized experience for your users.

B2BI LAB 02

B2B Performance Lab - A hands on workshop exploring typical performance issues, analysis and remediation

Join us for a hands-on experience with solving Sterling B2B Integrator & Sterling File Gateway performance problems. It covers performance tuning, problem determination, how to detect bottlenecks, how to read thread dumps and heap dumps and common problems and solutions.

This Lab will present various troubleshooting and monitoring tools to get the best performance. The scenarios include JVM problems (Out of memory errors, hang and crashes), Database performance, clustering, JDBC connection pool issues and server start failures. By the conclusion of the workshop you will have a broad overview on analyzing performance issues and how to solve them.

ECOMMERCE LAB 01 (ECOMM LAB 01)

Accelerated Deployment of Sterling OMS on Softlayer - Using Business Template to reduce the total cost of ownership

The TCO installer and business templates reduce the effort required in deploying and configuring a Sterling OMS 9.4 deployment. TCO installer is a collection of Ruby gems and Chef cookbooks that creates reusable Softlayer VM images containing OMS installation and related middleware (Appserver, database, messaging etc). These images are created using Chef cookbooks and installation process is orchestrated by Ruby gems. The Softlayer VM images are used by the deployment ruby gems to create a ready to use OMS deployment. The business templates are precooked configurations used by deployment accelerator tool for setting up OMS for a middle tier Business Organization. These templates reduce the post installation configuration effort by creating Enterprise and its related configurations, also add the bootstrap configuration at HUB level. These business templates can be used to quickly on-board multiple enterprises with minimal effort.

This hands on lab will start with a live deployment of Sterling OMS 9.4 on Softlayer and then the overview of the ruby gems and chef recipes will be given. The attendees will also be shown how to customize the Chef recipes and Ruby gems as per their requirements. Deployment accelerator configuration will be shown, and the enterprises will be on-boarded. Attendees can expect to learn essentials of OMS deployment on Softlayer using the TCO Installer and should be able to setup the

TCO Installer and perform the OMS deployment on Softlayer using the installer on their own.

ECOMMERCE LAB 02 (ECOMM LAB 02)

Leveraging the Newest Tools to Prevent and Minimize the Impact of Outages in WebSphere Commerce Sites

Have you ever run into a production issue and you couldn't tell what happened because the MustGather was not collected at the right time?
or is your store under-performing and you need insight into where the servers are spending most of its time?

WebSphere Commerce recently released a set of tools to help you identify configuration problems and performance bottlenecks.
The tools cover the components typically found in a WebSphere Commerce site: IHS, WebSphere Application Server and DB2 databases.

This session will show you how to configure your system to continuously capture critical performance data, and to use the new on-line tooling (http://wcsupport.mybluemix.net/) to diagnose the performance and configuration of your site.

The session includes a hands-on exercise with data from a production issue. During the exercise, you will use the different reports to find the root cause of the incident, and you will understand the corrections that are required to prevent future problems.

MARKETING LAB 01 (MKG LAB 01)

IBM Campaign Advanced Techniques - Energize Your Flowcharts

With the IBM Campaign management solution, you can quickly design, execute, and measure customer-driven communication strategies across all of your channels. You will learn valuable techniques that you can put into use today to extend, enhance, and energize your work with IBM Campaign flowcharts. Design and manage the most complex, omni-channel marketing campaigns with the flexibility of IBM Campaign's flowchart.

MARKETING LAB 02 (MKG LAB 02)

UBX Part 2 - How to participate in IBM Marketing Cloud data exchange ecosystem

IBM Universal Behavior Exchange provides an open ecosystem for customer experience data exchange across the channel. In this session we will take you through an example of how to participate as an event or audience segment endpoint in this data exchange system.

Customers will learn the process of setting up the data publisher and subscriber endpoints for data syndication across various marketing technology vendors. Session will also cover Audience segment sharing and will give overview of process to deliver personalize and relevant engagement experience.

Note: The introductory session - "Overview and use-cases for marketing data exchange ecosystem" is recommended prior to attending this hands-on lab

Stump the Architects

ARCHITECTS 1 (ARCH S 01)

Stump the architects - Marketing, Analytics, Merchandising, eCommerce and Order Management

No limits, no rules and no safety net: this session will feature the architects and technical leaders of the Marketing, Analytics, Merchandising, eCommerce and Order Management products - and you! Bring your hardest questions about the products that fall in these pillars - how to best use them, how to exploit them, how to scale them up, how to get the most value from them - and get the inside view from the architects who wrote and designed them.

This engaging and open ended Q & A session is a unique opportunity to hear from the architects and technical leaders on whatever topics the audience - including you - wants to ask.

ARCHITECTS 2 (ARCH S 02)

Stump the architects - B2B, MFT, Payments and Procurement

No limits, no rules and no safety net: this session will feature the architects and technical leaders of the B2B, MFT, Payments and Procurement products - and you! Bring your hardest questions about the products that fall in these pillars - how to best use them, how to exploit them, how to scale them up, how to get the most value from them - and get the inside view from the architects who wrote and designed them.

This engaging and open ended Q & A session is a unique opportunity to hear from the architects and technical leaders on whatever topics the audience - including you - wants to ask.

Showcase

Experience IBM Showcase

Come and experience IBM Commerce with the IBM Commerce Showcase. A try-before you buy set of scenarios where you can experience IBM Commerce tooling to complete business objectives. As a marketing, catalog, and merchandising professional you will get hands on use of IBM tooling in a controlled, well defined self-paced environment. The easy to use IBM Showcase is designed for Customers, Business partners, and IBMers alike. IBM Showcase is designed to be used with existing customers learning IBM tooling or new customers that want to understand what a day in the life is like using IBM Commerce software.

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