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IBM WebSphere Commerce V7 Foundation
Information

Length:	1.5 Days
Ref:	6S220G-X
Delivery method:	Self-paced Virtual Training
Price:	EUR

No sessions available.

Overview

This course is designed to introduce students to the functions, features, and capability of IBM WebSphere Commerce as well as the specific enhancements included in Version 7. The course provides the basic understanding of WebSphere Commerce that is necessary for students who are new to Commerce (or to Version 7), and is the foundation for further role-specific education for WebSphere Commerce administrators, developers, and business users.

If you are enrolling in a Self Paced Virtual Classroom or Web Based Training course, before you enroll, please review the **Self-Paced Virtual Classes and Web-Based Training Classes** on our Terms and Conditions page, as well as the system requirements, to ensure that your system meets the minimum requirements for this course.

<http://www.ibm.com/training/terms>

Public

This basic course is designed for anyone who is new to IBM WebSphere Commerce or who wishes an overview of the new functionality available in IBM WebSphere Commerce V7.

Prerequisites

Students should have skills common to those working in an e-commerce industry.

Objective

- Describe the features, functions, and purpose of the IBM WebSphere Commerce software platform
- Describe the main features and business models supported by IBM WebSphere Commerce V7
- Explain how IBM WebSphere Commerce supports the ability to do business directly with consumers (B2C), with businesses (B2B), indirectly through channel partners (indirect business models), or all of these simultaneously
- Describe how the components of IBM WebSphere Commerce support the processes, roles, and

responsibilities involved in e-commerce

- List the new function and features that are included in WebSphere Commerce V7

Topics

- Course introduction
- WebSphere Commerce product overview
- WebSphere Commerce business models and processes
- Demonstration: Madisons store
- Demonstration: Elite store
- WebSphere Commerce architecture and information model
- Features and functions in IBM WebSphere Commerce V7
- Demonstration: Social commerce
- Demonstration: Precision marketing
- Demonstration: Madisons mobile store
- Add-on components for IBM WebSphere Commerce
- Demonstration: IBM Gift Center
- Course summary