

Next-generation E-commerce Solutions Platform



Microsoft® Commerce Server 2009

Why Microsoft Commerce Server 2009?

- Increased agility and reduced time-to-market
- Reduced costs in site development and deployment
- Increased reach through multi-channel awareness
- Integration with Microsoft® ecosystem: Microsoft Office SharePoint® Server, Windows Live™ Services, Microsoft BizTalk® Server
- Ability to engage and interact via Web 2.0 community
- Flexibility to design your solution the way you want
- High availability and performance

Commerce Server 2009 offers powerful comprehensive e-commerce solutions for B2C (business-to-consumer), B2B (business-to-business), and B2X scenarios (combining B2C and B2B).

Specifications

To use Microsoft Commerce Server 2009 Standard and Enterprise Edition, you need:

- Microsoft Commerce Server 2007 Standard or Enterprise Edition
- Windows Server® 2008, Windows Server 2003 with SP2, or Windows Server 2003 R2 with SP2, and Windows® critical updates
- Internet Information Services (IIS) 6.0 with Windows Server 2003 or IIS 7.0 with Windows Server 2008
- Microsoft SQL Server® 2005 SP2 Standard and Enterprise (32-bit or 64-bit) or SQL Server 2008 Standard and Enterprise (32-bit or 64-bit)
- Microsoft .NET Framework 3.5 with SP1
- Windows SharePoint® Services 3.0 (WSS) SP1 or Microsoft Office SharePoint Server 2007 (MOSS) SP1
- If using WSS:
 - WSS 3.0 SP1
 - WSS 3.0 Infrastructure Update
- If using MOSS:
 - WSS 3.0 SP1
 - MOSS 2007 SP1
 - WSS 3.0 Infrastructure Update MOSS 2007 Infrastructure Update (32-bit)
 - MOSS 2007 Infrastructure Update (64-bit)

Let Your Company Focus on What's Important: The Customer Shopping Experience

Whether your customers shop using a computer, a mobile device, a gaming system or other channels, Microsoft® Commerce Server 2009 delivers full multi-channel support—allowing your business to centrally manage your cross-channel strategy.

New Production-ready, Out-of-the-box Web Site, with Integrated Web 2.0 Features Available

New default site and easy “skinning” features get you up and running quickly, allowing you to focus on selling your merchandise. Interoperability with Microsoft Office SharePoint® Server and availability of 30 new Web parts and interoperability with Microsoft's Windows Live Services, such as Microsoft Virtual Earth™ and Windows Live™ ID, allows you to choose a range of functionality, and modular design allows you to quickly add or remove functionality without impacting the site.

- The default site comes with standard e-commerce functionality plus a few extras, including browsing, searching, site maps, profile management and registration, address lists, carts and mini-carts, check-out, split shipping, order histories, advertisements and discounts, product reviews and ratings. Plus, opportunities to use Search, Virtual Earth™ for store locations, and Live™ ID for single sign-on.
- While the default site comes with a color-neutral skin, with Commerce Server 2009's templating technology and Master Pages you can quickly re-skin the site to your desired look and feel. Designers can also streamline the design process to incorporate visual themes, easy-to-create Web site skins, and the localization and creation of mobile sites.
- Using the multi-channel environment, you can very quickly create new event-specific “microsites” that allow for the quick build-up and tear-down of event-specific or season-specific sites.

Microsoft Commerce Server 2009 delivers full multi-channel support — allowing your business to centrally manage your cross-channel strategy.

- Collectively known as SharePoint Commerce Services, Commerce Server 2009 ships with more than 30 different Web parts and controls that, when assembled within SharePoint, deliver contemporary e-commerce Web site functionality, including the following:
 - Virtual Earth Store Locator, which integrates with Virtual Earth mapping software so that shopping sites have detailed maps of store locations.
 - Attract a larger consumer base by using Live ID, allowing single sign-on to your shopping site.



- Search that searches both the e-commerce site and static content seamlessly.
- Display reviews and ratings for individual products, and ability for shoppers to submit their own reviews and ratings, with administrative workflow for management discretion.
- Display advertisements and discounts that are relevant to both the current shopper and current site context, and that work in conjunction with Marketing Manager and campaigns.
- Shoppers and managers can take advantage of Profile Administration features, including the ability to add and edit addresses, view and launch credit card information, a registration wizard, and the ability to reset passwords.

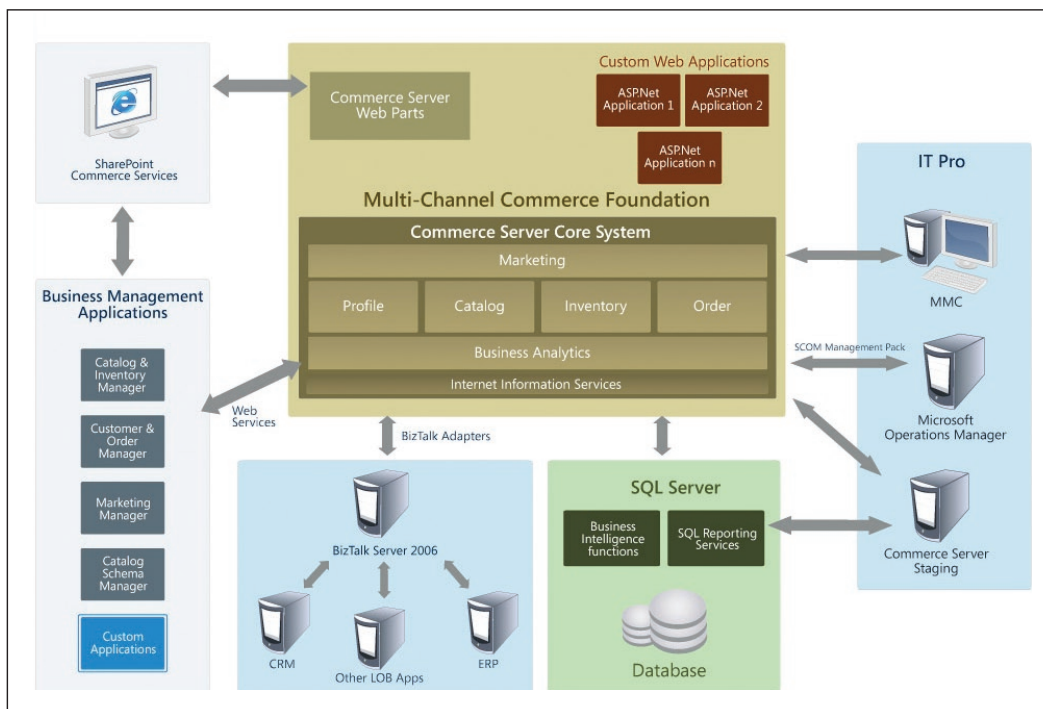
- The new functional abstraction, called "Commerce Entities", allow developers to extend and add new properties or relationships in a unified way. This can be prepared without the creation of new classes. Because Commerce Entities are not strongly typed, developers may introduce new ones without introducing new classes.
- Complete Web service support for Commerce Server Core Systems; Windows authorization-enabled security; and agent application program interfaces (APIs) for abstraction and easy programming.
- Commerce Server 2009 fully works with development environments through Microsoft Visual Studio® 2008. Using Visual Studio and the Microsoft .NET Framework 3.5 (including ASP.NET) helps reduce the coding needed to customize commerce solutions.

Introducing the Commerce Foundation

- With the new unified run-time model, run-time calls follow the same calling pattern across subsystems. The new model allows for multiple operations in a single call.
- Multi-channel awareness throughout all tiers means one can name and target specific channels. The presentation and business layers, and the data, are all aware of the channel name and each can be configured or customized to reflect any uniqueness needed for that channel.

Business User Functionality and Analytics

- The Commerce Server 2009 default site offers on-the-site editing of product information, advertisements and other static content. This allows merchandisers and marketers to get a better sense of how their products and brands are being portrayed.
- Business user tools such as Customer and Orders Manager, Catalog and Inventory Manager, Marketing Manager, and Reports and Analytics help business users interact directly with Web-based business applications.



- Commerce Server comes with 35 packaged, user-customizable and highly scalable reports. The reports cover business trends to system diagnostics, including aggregation of IIS Clickstream and E-Commerce Business Data, allowing your business to better understand what customers are buying.
- Microsoft SQL Server® Reporting Services, the reporting engine used by Commerce Server, is a comprehensive, server-based solution that enables the creation, management and delivery of both traditional, paper-oriented reports and interactive, Web-based reports displayed through SharePoint Server.
- Commerce Server offers a consolidated data warehouse across customer profile, catalog, order, marketing, and Web log data.

Multi-channel Commerce System Foundation

Commerce Server 2009 Core Systems

- Commerce Server 2009 allows you to easily manage multiple sites from multiple catalogs, or a single site with multiple catalogs. Each site has its own base catalog and includes the ability to create a virtual catalog, where you can override specific information for different sites, channels, locales, or unique business reasons. All catalogs have price/product include and exclude rules that can be defined. And each catalog is multi-channel aware, allowing for targeting of products to different channels.
- Commerce Server's catalog definition is highly flexible, allowing for multiple SKU's through base products and variants. Each product can be easily sequenced or re-sequenced to appear wherever you want it to in your catalog taxonomy. All product attributes have full-text search support, and tie back to the default site.
- Inventory control is available in Commerce Server through Inventory Catalogs. This separates the product definition from quantity management, giving you separate, fine-grain control of taxonomy and inventory. It also allows for a clear and distinct integration point to existing inventory systems in your business. The inventory system supports quantity in stock, and back-ordered and pre-ordered products, with configurable stock-out business logic.
- Commerce Server 2009 comes with built-in discounts, advertisement management and a direct mailer—all with multi-lingual support. Ads and Discounts are also available through the default site.
- Commerce Server 2009 allows you to set up different marketing campaigns for different brands or different customer segments—or both. This makes it easier to customize marketing to customer segments.
- Merchandisers and Marketers can take advantage of Commerce Server Expressions to provide a more personalized buying experience. Expressions allow you to target any customer profile information, personalize and target any advertisement or discount.
- Commerce Server 2009 has built-in revenue generating ad support, offering a new revenue channel to your business.
- Use Commerce Server to create and manage built-in public and private coupon types. Coupons—tied to discounts—offer an opportunity to build loyalty with your customers, or to use as an outbound marketing device.
- Using Commerce Server's "pipeline" componentized approach and built-in multiple payment types, businesses can quickly and easily integrate with shipping services, tax calculation services, payment authorizations, fraud detection, address validations and more.

Commerce Server's "pipeline" componentized approach and built-in multiple payment types, help businesses quickly and easily integrate with shipping services, tax calculation services, payment authorizations, fraud detection, address validations, and more.

- Commerce Server's profile system is designed to offer your business a single view of customers, orders, or any other type of profile data unique to your business. With its data-agnostic set up and flexible data schema structure, Commerce Server can centralize any type of product or customer data. In addition, Commerce Server supports ASP.NET forms authentication to more easily validate profiles.
- Commerce Server's profile system can talk with multiple data sources including SQL, OLEDB/ODBC, AD, ADAM, and LDAP, allowing you to work with virtually any data source in your enterprise.

IT Pro and Development Tool Support

- Commerce Server Staging allows for coordinated transactional content, Web application settings, and business data replication from a "staging" environment to your production environment across Web farms, networks and behind firewalls. The Staging system is fully configurable, has a robust, extensible event model, Microsoft Management Console (MMC), command-line, scripting support, and public APIs.
- Microsoft BizTalk Server Adapters help solve the issues of end-to-end connectivity and communication with other line-of-business applications and trading partners, and allow for bi-directional synchronization and orchestration of Order, Catalog, Inventory, and Profile objects.
- Commerce Server 2009 fully utilizes MMC, and in conjunction with other Windows Server System™ products provides easy, centralized management.
- Microsoft Operations Manager (MOM) 2005 Management Pack (now Microsoft System Center) delivers enterprise-class operations management that incorporates years of administrative experience in the form of management rules and real-time monitoring.
- Security features include Secure Sockets Layer (SSL) support and profile data encryption for improved protection of passwords, credit card numbers, and other data. The Security Configuration Wizard helps with better deployment of Commerce Server.

Product Comparison Chart

Commerce Server 2009 Feature (32-bit and 64-bit)	Benefit	Standard	Enterprise
FUNCTIONALITY			
New Multi-Channel Commerce Foundation	Unifies the run-time calling model across all Commerce Server systems, introduces new commerce entities, built-in multi-channel awareness and meta data for commerce entities.	✓	✓
Out-of-the-box site with SharePoint Commerce Services	Enables on-site product information editing, and content management with workflow approvals.	✓	✓
Marketing, Campaigns, Direct Mail	Allows for different marketing campaigns for different brands or different customer segments—or both. Comes with built-in discounts, advertisement management, and a direct mailer, with expression-based lists; all with multi-lingual support.	✓	✓
Sharing of Catalog and Marketing Campaigns Across Web sites	Easily manage multiple sites from multiple catalogs, or a single site with multiple catalogs.		✓
Content Staging	Allows for coordinated transactional content, Web application settings, and business data replication from a “staging” environment to production environment.		✓
Data Warehousing and Analytics Functions	Offers an integrated data warehouse across customer profile, catalog, order, marketing, and Web log data.		✓
DEPLOYMENT			
Can Deploy to Production Environment		✓	✓
Unlimited Commerce Server Applications per Commerce site			✓
Maximum Number of Physical Processors per Server (can be hyper-threaded or dual-core)			✓
Unlimited Number of Physical Servers per Web farm			✓
Unlimited Number of Commerce Server sites per Server			✓



Microsoft® Commerce Server 2009

For more information about Microsoft Commerce Server 2009, visit www.microsoft.com/commerceserver

This datasheet is for informational purposes only. No part of this document may be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without the express written permission of Microsoft Corporation. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.