

Technical Preview

Microsoft® Commerce Server 2006

SOLUTION HIGHLIGHTS

Extending your business across networks

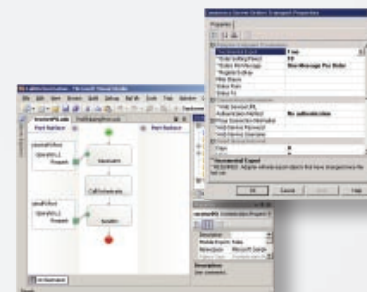
Part of Microsoft® Windows Server System™, Microsoft Commerce Server 2006 makes it easy to create full-featured Web business applications with a low total cost of ownership and rapid time to value.

- Rich, out-of-the-box functionality and an included production-ready starter site enable developers to quickly and efficiently customize and deploy new solutions.
- Developers can take advantage of the powerful features of Microsoft ASP.NET 2.0 combined with Commerce Server subsystems to make use of the functionality of Commerce Server while they extend their applications to fulfill customer-specific needs.
- The service-oriented architecture (SOA) of Commerce Server streamlines integration with your existing business applications and those of your trading partners, resulting in tighter integration, higher operational efficiency, and lower costs.

Commerce Server provides a comprehensive solution for many business scenarios, including:

- Business-to-consumer (B2C) sales of tangible goods
- B2C sales of digital goods and online service delivery
- Business-to-business (B2B) scenarios, such as e-procurement and trading communities
- B2X scenarios, combining B2C and B2B
- Catalog-connected portals using profiling and content targeting for information delivery

Commerce Server provides a solid foundation of modular subsystems that have been extensively tested for scalability, reliability, performance, and security. Custom Web business applications can be built on top of this infrastructure, significantly reducing development, deployment, and maintenance costs while minimizing risk.

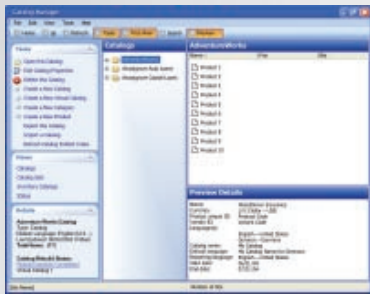


Commerce Server 2006 reduces the cost and time required for integrating your Web business applications with existing line-of-business applications via Microsoft BizTalk® Server

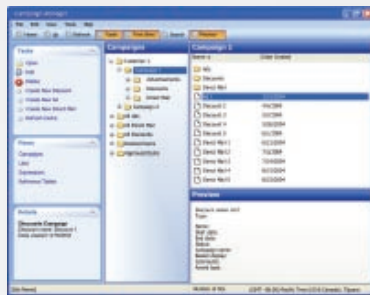
MAKING WEB BUSINESS EASIER THAN EVER

Microsoft Commerce Server 2006 includes the necessary components to get your Web business up and running. Some of the main features include:

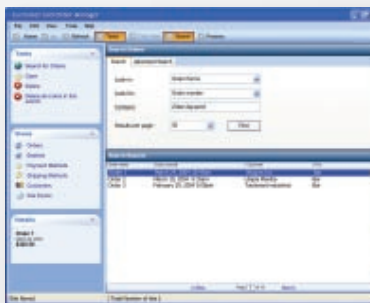
Profiles	Personalization, user targeting, organizations, purchase orders
Catalogs	Products, variations, virtual catalogs, virtual properties, multiple languages and currencies
Inventory	Searching, back-ordering, out-of-stock items
Marketing	Content targeting, up-sell and cross-sell capabilities, advertisements and testing, e-mail campaigns, discounts, coupons
Orders	Pipeline architecture, order splitting, multiple shopping carts, gift registries



Catalog Manager includes an intuitive interface for maintaining complex catalog structures and virtual catalogs.



Campaign Manager helps your organization design, test, and execute marketing campaigns.



Customer and Order Manager helps customer service representatives access critical information.

Out-of-the-Box Functionality

- **The starter site** is an e-commerce solution that is ready to use by simply adding your company's data. Production-ready, thoroughly tested for security and performance, and supportive of multiple languages and currencies, the starter site helps you easily establish a global presence.
- **Business user tools** such as Customer and Order Manager, Catalog Manager, Marketing Manager, and Reports and Analytics help business users directly interact with your Web-based business applications. Using the familiar look and feel of Microsoft Windows®, with task-based interfaces and wizards to simplify complex tasks, these tools can help you achieve shorter turnaround times, lower maintenance costs, easier site updates, and increased revenue.
- **Business analytics** combine click-stream and sales data from your site to help you effectively understand customer usage and business trends so you can maximize your revenue. **Microsoft SQL Server™ Reporting Services** enable you to customize and expand the included reports with full life-cycle management, and powerful business intelligence functions provide deep insight into your data.

Performance, High Availability, and Scalability

- **Native 32- and 64-bit support** enables you to take advantage of the latest hardware to achieve unprecedented levels of performance and scalability.
- **ASP.NET 2.0** provides the reliable, high-performance foundation your business requires.
- **Staging** enables the efficient and effortless deployment to Web farms across networks and behind firewalls.
- **Scalability**, from a single-box deployment to a multitier Web farm, means your Commerce Server deployment can grow alongside your business.
- **Cluster support** facilitates high availability and ensures the uninterrupted operation of your business.

Manageability

Designed for operational efficiency, Commerce Server 2006 enables IT professionals to expand their Web commerce infrastructures while keeping costs under control.

- **Microsoft Management Console** fully integrates Commerce Server with other Windows Server System products and provides easy, centralized management.
- **Microsoft Operations Manager** (MOM) 2005 Management Pack 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 any other data that should be protected. The new Security Configuration Wizard helps you better secure your deployment of Commerce Server.

Integration

Commerce Server helps organizations solve the issues of end-to-end connectivity and communication with other line-of-business applications and trading partners. **BizTalk Adapters** allow bidirectional synchronization and orchestration of Order, Catalog, Inventory, and Profile objects. BizTalk orchestrations define business processes that run across multiple systems. Using Commerce Server and BizTalk Server 2006, integration is now as simple as adding orchestration and data mapping. Tighter integration between systems and trading partners reduces turnaround time, increases system efficiency, and lowers operating costs.

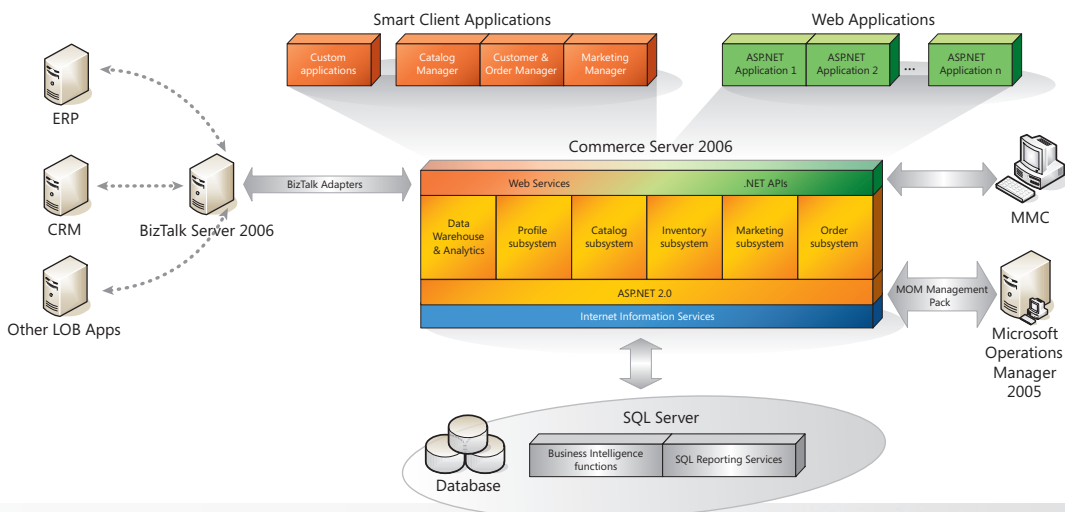
MAKING WEB DEVELOPMENT EASIER THAN EVER

Microsoft Commerce Server is based on the new **ASP.NET 2.0** and fully supports all of its new features. **Master Pages** enable visual inheritance in Web pages. The design process is streamlined with visual themes and easy creation of Web site skins, as well as localization and creation of mobile sites.

All Commerce Server subsystems are exposed through the Microsoft .NET API and Web services. The **.NET API** allows for seamless integration into ASP.NET applications, and its advanced features greatly simplify development. **Web services** ease integration of Commerce Server applications in service-oriented architectures (SOAs).

The Starter Site is a production-ready Commerce Server application that can be easily customized and deployed. The Starter Site provides a blueprint with prescriptive guidance, making development of custom applications easier.

Commerce Server 2006 Architecture



MICROSOFT COMMERCE SERVER 2006 EDITIONS

	Standard Edition	Enterprise Edition
Number of CPUs per server	2	Max supported by OS
Number of servers per Web farm	2	Unlimited
Number of sites per server	10	Unlimited
Marketing and campaigns	Supported	Supported
Direct mail	Supported	Supported
Sharing of catalog and marketing campaigns across Web sites	Not supported	Supported
Content staging	Not supported	Supported
Data warehousing and analytics functions	Supported	Supported

Requirements

Operating system	Microsoft Windows Server™ 2003 (x86 or x64)
.NET Framework	Version 2.0 (including ASP.NET 2.0)
Database	Microsoft SQL Server 2000 or 2005
Development environment	Microsoft Visual Studio® .NET 2005

Microsoft Commerce Server 2006 Developer Edition supports all the features of the Enterprise Edition, but is limited to development usage.



Partners

Partner solutions complement Microsoft Commerce Server with features such as credit card processing, tax calculation, fraud detection, complex product configuration, and more. Please visit www.microsoft.com/commerceserver/partners for an updated list of partner offerings.

Integrated server infrastructure software that improves manageability, reliability, security, and integration with your existing systems so you can spend more time adding valuable new capabilities to your business.

www.microsoft.com/windowsserversystem



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