



Product Brief

Application Hosting and Management for IBM® WebSphere® Commerce

Top Technology and expertise keep your WebSphere Commerce solution in peak shape

Recognized as an industry leader, IBM® WebSphere® Commerce software provides companies of all sizes with a powerful customer interaction platform to support all of a company's eCommerce needs.

But are you leveraging the full benefits that the online channel can afford you? Do you have the in-house expertise to manage and optimize IBM WebSphere Commerce? Do you have the right infrastructure to handle the system, no matter how business fluctuates? Is your site plagued by instability, performance degradation, and downtime?

IBM WebSphere Commerce is a leading eCommerce solution to help your customers, vendors and others do business with you when they want...where they want...and how they want. But having the best software is just the beginning.

A Unique, Full-Service Approach

Comprehensive offerings from AT&T Hosting and Application Services (H&AS) let you offload the never-ending task of keeping your system in tip-top shape.

Our certified WebSphere Commerce professionals will monitor your website around the clock and constantly fine-tune it for superior performance and uptime. With our help, you can get excellent value from your software investment and focus your resources on strategic business initiatives. AT&T Application Services for IBM® WebSphere® Commerce includes a wealth of standard

components designed to deliver optimized performance and maximum uptime of your website, including:

- Installation of the base hosting environment including all tiers of your WebSphere® Commerce solution including the application code
- Post-installation testing prior to go live getting you to market quickly and effectively
- Configuration and ongoing enhancements preparing you for go-live
- WebSphere® Commerce application user account set-up and management
- 24x7x365 triple layer support model with a dedicated 800 calling number
- Service, technical, and advanced support of your WebSphere® Commerce environment provided monthly
- Proactive transaction and site monitoring
- Advanced monitoring of WebSphere® Commerce, 3rd party integrations, and service availability
- Proactive response to resolve and triage failure or error alerts
- Ongoing data management and retention
- Patch management and maintenance of WebSphere® Commerce including fix packs to keep your site up-to-date

Benefits

- Gain new or improved application functionality –without the pain
- Complete upgrades, patches and fixes quickly and affordably
- Avoid large upfront investment and save on total cost of ownership
- Improve users' experience by increasing reliability, availability and scalability of your site
- Easily adjust to traffic fluctuations and peak demands
- Resolve problems and get fast response by working with a single point of accountability

Features

- Application management
- Proactive application monitoring
- 24x7x365 application support
- Managed hosting
- Utility computing on the AT&T Synaptic InfrastructureSM
- Dedicated customer support

To learn more about AT&T Application Management, visit www.att.com/IBMwebspherecommerce or [have us contact you.](#)

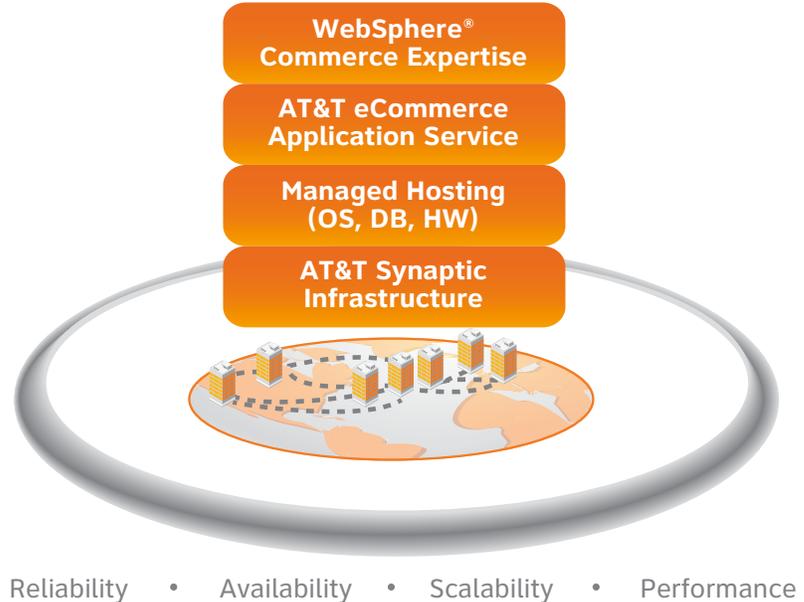
Share this with your peers



- Managed hosting using our Synaptic Infrastructure for scalability and performance
- Multi-layer security management
- Advanced performance management and analysis
- SEO enhancements

Additionally, AT&T provides a variety of optional advanced services, for an additional fee, specific to the application tier and integrated components including:

- Application maintenance and enhancements – We go beyond routine maintenance, constantly fine-tuning and enhancing your IBM® WebSphere® Commerce application so it delivers what you need, when you need it (e.g., break-fix, minor projects)
- Discovery workshops – Intense working session with primary stakeholders and extended customer team to discuss and gather current and future state application requirements
- Advanced custom monitoring – Custom application monitoring on the performance of your application as well as the availability of third-party services integrated into it
- Quality assurance (QA) testing – Designed to help you develop applications with near zero defects using an independent verification and validation process
- Load-testing – check your website's performance by stimulating multiple users accessing from points around the globe
- Advanced Troubleshooting and optimization services – First we identify the cause, following a proven, systematic process. Then we recommend the fixes that will improve the efficiency of your application by repairing, upgrading, or consolidating your IBM® WebSphere® Commerce software



- Content delivery network (CDN) services – Efficiently distribute your content to your customers and significantly improve your website's capacity, reliability, and performance
- Third-party integration services – We make the most of what you already have, integrating IBM® WebSphere® Commerce with your backend systems, multi-channel solutions, and bolt-on applications

AT&T Synaptic Infrastructure

The AT&T infrastructure supporting our application services for IBM® WebSphere® Commerce is the AT&T Synaptic InfrastructureSM, a next-generation utility computing platform that provides each customer with their own secure virtualized operating environment. This innovative and flexible platform combines compute, storage, and network resources into a pre-built, virtualized platform that customers can use to deploy their applications.

AT&T Synaptic Infrastructure enables control and allocation of costs in a more granular way and can respond to your changing business requirements in a near real-time manner. And you only pay for the resources you use. The bottom line? AT&T Application Services for IBM® WebSphere® Commerce on the AT&T Synaptic Infrastructure will enable clients to scale up capacity as peak periods demand due to marketing campaigns, seasonal spikes, or special promotions that drive higher than average traffic volume to your website.

For more information contact an AT&T Representative or visit www.att.com/IBMwebspherecommerce.

To learn more about AT&T Application Management, visit www.att.com/IBMwebspherecommerce or [have us contact you](#).



Scan this code to learn more.

Share this with your peers

