You Will Learn To:
• Describe the basic features of Commerce Server 2002
• Build e-commerce Web sites, including multilingual sites
• Describe the integration of Commerce Server 2002 with Microsoft .NET
• Work with and extend the Profile system of Commerce Server
• Authenticate users of the Commerce Server Web sites
• Design and implement product catalogs
• Work with baskets and pipelines to build a complete checkout process for shoppers
• Describe the analysis features provided by Commerce Server, Microsoft SQL Server™, and Analysis Services
• Work with existing reports and create new reports
• Apply data mining models to Commerce Server site data
• Describe the content selection and targeting system
• Implement ad campaigns, discount campaigns, and direct mail campaigns
• Extend the Commerce Server business desk

This four-day, instructor-led course provides students with the knowledge and skills to develop and deploy a Microsoft Commerce Server 2002 solution.

Course Details

Introducing Commerce Server 2002
• Commerce Server 2002 Placement
• Commerce Server 2002 Themes and Features
• Commerce Server 2002 Anatomy
• Windows Server™ 2003 Support

Introduction to E-Commerce Web Sites
• Characteristics of E-Commerce Sites
• Overview of E-Commerce Site Functionality

The Commerce Server 2002 Approach for Building E-Commerce Web Sites
• Introduction to the Retail2002 Site
• Features of the Retail2002 Site
• Lab: Adding Data to the Site Exploring the Retail 2002 Site Shopping the Site

Working with Commerce Server 2002 Tools
• Development and Business Tools
• Administration Tools
• Lab: Site Structure with Internet Information Services Application Design with Visual Studio .NET Configuration Settings with Commerce Server

Commerce Server in a .NET World
• Big Bets on .NET
• Commerce Server and the .NET Framework
• Commerce Server Architecture
• Lab: Creating a Commerce Server 2002 Site with Visual Studio .NET

Extending the Profile System
• Profiling System Overview
• Profiling System Administration
• Profiling System Object Model
• Lab: Implementing User Management

User Identification and Authentication
• Authentication Components
• Custom Authentication
• .NET Enhancements for Authentication
• Authentication .NET Object Model
• Commerce Authentication Module
• Lab: Creating Logon, Logoff and Registration Pages

Commerce Server Catalog System
• Product Catalog System
• Catalog Variations
• B2B: Catalog Exchange and Import/Export
• Catalog Management API
• Lab: Implementing Catalogs and Products

Implementing the Basket and Order Pipelines
• Baskets
• Pipelines
• Lab: Implementing the Checkout Process

Business Analytics System Overview
• Applying Business Analytics to E-Business
• E-Business Information Challenges
• Closing the Loop
• Release Themes
• Analysis Architecture
• Overview of Analysis Reports
• Overview of Data Mining
• Overview of Predictor
• Overview of Targeting

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Who Should Attend:
• Application developers who need to build e-commerce solutions with Commerce Server 2002

Pre-requisites:
• Knowledge of Microsoft Visual Studio® .NET and the Microsoft .NET Framework
• Knowledge of ASP.NET
• An understanding of what commerce-driven Web sites should achieve for enterprises and business users

Analysis and Reporting
• Analysis Features
• Report Types and Reporting Extensibility
• Enabling Report Preparation - DTS Processing
• Data Warehouse Extensibility
• Commerce Server Event Structure
• Logging Commerce Server Events
• Lab: Creating Reports

Working with Predictor
• Business Questions
• Technical Challenges
• Data Mining Models
• Using Predictor and Predictor Tutorial
• Building and Deploying Models

Introduction to the Targeting System
• Commerce Server Targeting
• Content Selection Framework
• Expression Builder
• Direct Marketing

Commerce Server Discounts and Campaigns
• Campaign Manager Features
• Discounts and Merchandising
• Reuse Policies
• Discount SDK Samples
• Lab: Implementing Campaigns

Extending the Business Desk
• Introduction to the Business Desk
• Task Button Configuration
• Special Tasks
• Shared UI Routines
• Rich UI Widgets
• Security
• Lab: Extending the Business Desk

Commerce Server Going Global
• Infrastructure Improvements
• International Features of the Catalog System
• International Features of the Marketing System
• International Features of Order Processing
• International Features of the Data Warehouse and Analysis Components
• Multilingual Deployment
• SDK Sitelets
• Lab: Implementing Multilingual Commerce Sites

Pricing

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