



Business & Technology Aligned

## Ascendant Catalyst<sup>SM</sup> for Commerce

Ascendant Technology's Catalyst<sup>SM</sup> for Commerce provides true time to value by allowing seamless integration between WebSphere Commerce and content providers. It empowers business users like product and marketing managers to handle their content needs on their own without involving IT resources.

Most corporate websites are made up of a mixture of both structured and unstructured content usually stored in a database or a content repository. Integrating this content into new and existing ecommerce systems can be a daunting challenge since there are many different implementations and vendors. The Catalyst<sup>SM</sup> for Commerce is a service offering available for WebSphere Commerce 6.x – 7.1, which uses standards based XML syndication to enable WebSphere Commerce to consume content feeds from other applications. The third party content is stored in the WebSphere Commerce authoring server and can be used to drive content and design for all pages on your site. The content is available in Management Console, achieving real time to value for your commerce channel.

### Features:

- Seamless integration for the end user requiring no additional tools to learn beyond base WebSphere Commerce Accelerator/Management Console
- Standards based xml feeds
- Integrates with Workplace Web Content Management or any 3rd party content Management System that has the ability to provide content feeds
- Associate 3rd party content with categories, products, content spots and espots
- Deliver page layouts and dynamic content easily
- Deployed on the WebSphere Commerce authoring server, propagation to production occurs using base WebSphere Commerce functionality
- Scheduled jobs consume the remote feeds on a predefined schedule updating them in WebSphere Commerce
- Easy to deploy and configure



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