



BEA Campaign Manager for WebLogic BEA WebLogic Commerce Server BEA WebLogic Personalization Server

Glossary

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BEA WebLogic Personalization Server 3.5
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Glossary for Campaign Manager for WebLogic, WebLogic Commerce Server, and WebLogic Personalization Server

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Glossary

This glossary defines terms that are used in the documentation for BEA Campaign Manager for WebLogic™, BEA WebLogic Commerce Server™, and BEA WebLogic Personalization Server™. For definitions of BEA WebLogic Server™ terminology, see the WebLogic Server Glossary at <http://e-docs.bea.com/wls/docs60/glossary/index.html>.

action

See scenario action.

ad

A piece of promotional content. An ad may be HTML, an image (GIF, JPG, PNG), or a Shockwave movie.

An ad may promote any product, service, or content (for example, a related service offering may be put into an ad as a “cross-sell”). It may also be a traditional banner ad for a sponsor’s or partner’s services.

Ads work with ad placeholders, a mechanism that queries the content management system for ads and displays the results in a JSP. A business analyst uses the BEA E-Business Control Center to define queries for the ad placeholder and a Commerce Business Engineer (CBE) creates a placeholder tag in the location in which the business analyst wants to display ads. A business analyst can also create a campaign scenario that places additional queries in the ad placeholder.

ad identifier

A unique name for the ad. The ad identifier includes the relative path. The details of exactly what constitutes an ad identifier can vary from one content management system to another.

See also ad.

See also content management system.

Advisor

The Advisor ties together the services and components in the WebLogic Personalization Server to deliver personalized content to the user. It does this by matching content to information contained in the user profile. Specifically, it gathers information from the user profile with the User Management component, submits that information to the Rules service, and queries the document management system that the Content Management component uses. Developers determine whether the Advisor displays the results of the query with a JSP or a Java servlet.

The Advisor includes a JSP tag library and an API that EJB developers can use to access the underlying EJB stateless session bean.

See also **See also Web application (Webapp).**

See also **Enterprise JavaBeans (EJB).**

See also **JavaServer Pages (JSP).**

See also **user profile.**

API

See **application programming interface (API).**

applet

A program written in Java that runs in a Java-enabled Web browser.

application programming interface (API)

A set of well-defined programming interfaces (that is, entry points, calling parameters, and returning values) by which one software program uses the services of another.

authentication

The process of determining whether someone or something is, in fact, who or what it is declared to be.

authorization

The granting of authority, which includes granting access based on access rights.

B2B

Business-to-Business

B2C

Business-to-Consumer

BEA E-Business Control Center

The BEA E-Business Control Center™ is a tool designed to simplify the tasks that are necessary to create and maintain a truly personalized Web site. The BEA E-Business Control Center has an intuitive graphical user interface that guides users through a variety of tasks.

BEA WebLogic Commerce Server (WLCS)

A development kit for a Web application that displays product descriptions and manages customer orders. It includes a set of JSP templates, database schemas, Java components, and configuration files.

See also **JSP template**.

See also **Web application (Webapp)**.

BEA WebLogic Personalization Server (WLPS)

A development kit for a Web application that features customized content delivery based on user profiles and business rules.

See also **user profile**.

See also **Web application (Webapp)**.

BEA WebLogic Server (WLS)

A Web application server that provides services for building and running e-commerce applications using the Java language and Sun Microsystems, Inc.'s J2EE platform, including EJB components. The WebLogic Commerce and Personalization Servers run on WLS.

See also **Web application server**.

business analyst (BA)

A nontechnical professional who is responsible for conceiving an effective model for an e-business. The technical resources with whom the business analysts will likely collaborate are the Commerce Business Engineer (CBE) and the Commerce System Engineer (CSE). A business analyst develops the strategy and goals for individual campaigns, and uses the BEA E-Business Control Center to run and evaluate the campaigns.

See also **BEA E-Business Control Center**.

See also **Commerce Business Engineer (CBE)**.

See also **Commerce System Engineer (CSE)**.

business logic

The principles and instructions that the WLCS uses to perform a function specific to your business, such as tax calculation or determining the amount of a payment. Business logic is also the principles and instructions that the WLPS uses to perform a function specific to your business, such as matching users and groups with appropriate content on an e-commerce site.

campaign

A named group of scenarios that work together to achieve strategic business goals. A campaign coordinates several WebLogic Personalization Server, WebLogic Commerce Server, and Campaign Manager for WebLogic services to create and track marketing goals on an e-commerce Web site.

See also **scenario**.

campaign discount

A reduction in the price charged for a product item, an order, or the shipping cost associated with an order. The BEA E-Business Control Center allows you to define the discounts that you might later decide to offer to your online customers.

See also **BEA E-Business Control Center**.

campaign end criteria

A goal, specified in the BEA E-Business Control Center, used to stop a campaign before its scheduled end date. When the goal is satisfied, the campaign can end.

campaign sponsor

Entities (that is, organizations) that have commissioned a campaign and on whose behalf the campaign is run. You can specify a campaign sponsor by using the BEA E-Business Control Center. Often, the campaign sponsor and the organization that owns and operates the e-business Web site (or a department within that organization) are the same. In the BEA E-Business Control Center, the sponsor can be used as a criterion for campaign searches, as well as for reporting and analysis.

campaign state

The state of a campaign, which can be either *active* or *deactive*.

When a campaign is saved, it is in an *active* state. In other words, the campaign will be ready to run between the specified start and stop times, and when the appropriate conditions are met.

When you disqualify an active campaign from running, or you stop a running campaign prior to the specified stop date (or before end goals are reached), the campaign is in a *deactive* state. In the Campaign list of the Explorer window, deactivated campaigns are displayed in a lighter color.

Catalog Manager service

Provides a single point of access to the other WebLogic Commerce Server product catalog services: Category Manager service, Product Item Manager service, Custom Data Manager service, and Catalog Query Manager service.

See also **product catalog**.

See also **service**.

Catalog Query Manager service

Queries the WebLogic Commerce Server product catalog. It defines two types of catalog searches: keyword search and attribute-based search. Keyword search is a simple search on a number of keywords, whereas attribute-based search allows a complex Boolean expression on any of the item attributes to be evaluated.

See also **product catalog**.

See also **service**.

Category Manager service

Manages the hierarchical structure of the Weblogic Commerce Server product catalog. It defines a complex interface for creating and modifying the hierarchy and for mapping items into categories.

See also **product catalog**.

See also **service**.

check out

The interactive process in which a user confirms items to purchase and provides payment and shipping information. The Weblogic Commerce Server then validates the user information, posts the credit card transaction, and logs shipping and tax payment requirements. Check out uses services from the Registering Users and Managing Customer services and from the Managing Purchases and Processing Orders services.

See also **Registering Customers and Managing Customer Services**.

clickthrough

The act of clicking an ad. The number of clickthroughs can be used as one criterion to determine if the goal of a campaign has been met.

CLOB

Character Large Objects.

Commerce Business Engineer (CBE)

The Commerce Business Engineer is the person within an organization who is part business analyst and part software system engineer.

The CBE may:

- Manage the operations of major pieces of the Web site, or may manage the entire site.
- Coordinate major and minor change processes.
- Be an active participant in overall business effectiveness monitoring and system performance monitoring.
- Be responsible for major, structural updates to an e-business Web site for management of user profiles, user permissions, and so on.
- Perform many behind-the-scenes programming tasks that keep a Web site functioning.

See also **business analyst (BA)**.

Commerce Server

See **BEA WebLogic Commerce Server (WLCS)**.

Commerce System Engineer (CSE)

The Commerce System Engineer is the technical resource that business-unit personnel collaborate with for major updates to the structure of the site. These updates may include whole site versioning, the implementation of new pipeline components, and implementation of new database tables.

The CSE is also responsible for user management, roles, and permissions.

condition

The criteria that determine the conditions under which an ad will be displayed, when a discount will be offered, or when an email will be sent. In the BEA E-Business Control Center, text describing the selected conditions appears in the Action portion of the respective New Action window.

constructor

A pseudo-method that creates an object. In the Java programming language, constructors are instance methods with the same name as their class. Constructors are invoked using the `new` keyword.

content management system

A system that manages a collection of content objects (articles, documents, images, and so forth), including metadata about the content. Content management systems such as those marketed by Interwoven and Documentum usually provide services such as retrieval of content and content authoring services, including creation, editing, versioning, and workflow.

See also **metadata**.

Content Manager

A key Weblogic Personalization Server component that provides access to content via both JSP tags and EJBs. The JSP tags provide a developer with an enumeration of content objects by querying the content database directly using a search expression syntax. The content management tools are designed to be used with the rules manager and rules services, user profiles, and property set manager to create personalized content delivery on an e-commerce site. The primary interface to the functionality of the content management component is the `ContentManager` session bean.

See also **Enterprise JavaBeans (EJB)**.

See also **JSP tag**.

See also **property set management**.

See also **user profile**.

content selector

A mechanism that queries, under a set of conditions, the content management system for documents. In the BEA E-Business Control Center, a business analyst specifies the conditions that trigger a content selector to run a query. A business analyst also uses the BEA E-Business Control Center to construct the query that the content selector runs. A Commerce Business Engineer creates a content-selector JSP tag where the business analyst wants to display documents.

Custom Data Manager service

Defines an interface for giving persistence to custom attributes of product items. (Custom attributes are attributes not defined in the `ProductItem` interface.)

See also **service**.

customer profile

A collection of information that is gathered, saved, and updated as customers visit your Web site, or from other offline sources. Customer profiles are unique to each customer and can contain a variety of information, from product preferences to the demographic data customers provide on a form page. Each piece of information stored in a customer profile (or any combination of that information) can be used to create a customer segment.

See also **customer segment**.

Customer Profile service

An implementation of business logic and presentation logic through which users modify their user profile.

See also **business logic**.

See also **service**.

See also **user profile**.

customer segment

A grouping of customers based on common characteristics gathered from their customer profiles, such as product preferences or age.

See also **customer profile**.

deployment descriptor

An XML file that supplies an EJB server with the information it requires to configure run-time properties for EJBs. It also enables the system administrator to define permissions on an EJB and to configure resources used by an EJB.

Deployment descriptors conform to a Document Type Definition (DTD) provided by Sun Microsystems, Inc. JavaSoft.

See also **Document Type Definition (DTD)**.

See also **Enterprise JavaBeans (EJB)**.

See also **XML**.

descriptor

An XML file that specifies the deployment requirements of a Campaign Manager for WebLogic Web application. A descriptor consists of property phrases and value phrases.

To add a new MIME type for ad placeholders, you must modify the deployment descriptor for your WebLogic Personalization Server Web application. You can use a text editor to modify the deployment descriptor.

discount priority

The relative importance of a discount, specified by a value in the range of 1-20 (with 1 being the highest). In the event that two similar discounts apply to a given item, the priority associated with each discount helps resolve the conflict.

The BEA E-Business Control Center does not detect situations in which multiple discounts are assigned the same priority. If two discounts have the same priority, one of the discounts will be selected at random.

discount value

The percentage or dollar amount of the discount. All discount values can be specified as a percentage off, an amount off, or a fixed price.

display priority

The relative likelihood that a group of ads will be displayed, relative to ads in other groups that have the potential to be displayed in the same placeholder at the same time. Default ad groups automatically have a lower priority than campaign ad groups.

The BEA E-Business Control Center does not detect situations in which multiple ads are assigned the same priority. If two ad queries have the same priority, both have the same chance of being run in a placeholder.

distributed application

An application that is separated into two or more parts (such as a client and a server) on different computers that communicate through a network. Web applications are, by nature, distributed applications.

See also **Web application (Webapp)**.

document

A file, such as an HTML file, an image file, or a file that must be viewed with a browser plugin, that you store in a content management system and display on your Web site.

See also **content management system**.

document management system (DMS)

A system that manages a collection of documents. It usually provides services such as document retrieval and document authoring services, including creation, editing, versioning, and workflow.

document reference implementation

The default, out-of-the-box document management solution of the Weblogic Personalization Server (WLPS). This implementation uses the BulkLoader utility to load content metadata into the database and the content schema into an XML file. It is one of many possible implementations of the WLPS Document Management Service Provider Interface (SPI) that you can use to integrate third-party document management systems into WLPS.

Document Type Definition (DTD)

The definition of a document type that follows the rules of the Standard Generalized Markup Language (SGML). A DTD specifies how markup tags are processed so that documents display or print as intended.

DMS

See document management system (DMS).

ebXML

Electronic Business XML. An initiative established by UN/CEFACT and OASIS to develop a technical framework for electronic business data exchange.

Enterprise JavaBeans (EJB)

A component architecture for building scalable, distributed, multitiered applications. EJBs provide a rich, object-oriented transactional environment for creating e-commerce applications.

See also Java 2 Enterprise Edition (J2EE).

entity bean

An Enterprise JavaBean that represents persistent data in an underlying data store.

event

Customer behavior or system behavior.

- Customer behavior – For example, the BEA E-Business Control Center allows you to select from a number of predefined customer behaviors (events) to trigger scenario actions. Customer behaviors that are tracked range from viewing content to clicking through hyperlinks.
- System behavior – The Event Service keeps track of a wider set of events such as campaign activity, session events, the firing of rules, and so forth. These logged events are available for deeper analysis by analytical tools.

extensible markup language (XML)

A metalanguage (a language for describing languages) you can use to define customized markup languages. XML facilitates the development of user-defined document types and the creation of programs that can use data from the documents.

Flow Manager

A servlet implementation that allows the hot deployment of applications within the WebLogic Application Server. The Flow Manager also adds flexibility to navigation through the system by allowing navigation information to move off the JSP and into a single point of control. Using a Destination Determiner and a Destination Handler, the Flow Manager dynamically determines a destination for a given page request and dynamically handles the request.

Note: The Flow Manager replaces the functionality previously supplied by the Portal Service Manager and the JSP Service Manager. All the functionality of the service managers now resides within the Flow Manager. The Portal Service Manager and the JSP Service Manager have been deprecated.

See also **hot deployment**.

See also **Webflow**.

group profile

A collection of users or other groups. A group profile also contains a set of attributes, and each user or subgroup within the profile can inherit these attributes.

See also **User Management component**.

See also **user profile**.

hot deployment

Launching, or reconfiguring and relaunching, a Web application without restarting the Web application server.

See also **Web application (Webapp)**.

See also **Web application server**.

HTTP request

The request, specified in HTTP, that the Campaign Service uses to request the JSP URI that the scenario action specifies. In the request, parameters are passed to identify the name of the scenario and the identity of the customer who triggered the scenario action.

impressions

The number of people who have viewed an ad.

Input Processor

The Input Processor performs validation of customer data submitted through HTML forms, but the primary role is to store customer data into the `PipelineSession` for subsequent use by a `PipelineComponent`.

See also **Pipeline component**.

See also **Pipeline session**.

instance variable

Any item of data that is associated with a particular object. Each instance of a class has its own copy of the instance variables defined in the class.

internationalization (I18N)

Support for customization of HTML interfaces (JSPs) to multiple languages. I18N refers to the 18 letters between the i and the n in **internationalization**.

J2EE

See **Java 2 Enterprise Edition (J2EE)**.

JAR files (.jar)

Java Archive files. A file format used for aggregating many files into one file.

See also **Java**.

Java

An object-oriented programming language developed by Sun Microsystems, Inc. A *write once, run anywhere* programming language.

Java 2 Enterprise Edition (J2EE)

An environment for developing and deploying distributed, scalable, enterprise-level applications designed to run on networks, the Internet, and the Web. The J2EE platform consists of a set of services, APIs, and protocols that provide the functionality for developing multitiered, Web-based applications. EJB technology is a key aspect of J2EE. The WebLogic Commerce and Personalization Servers are based on J2EE and EJB.

See also **Enterprise JavaBeans (EJB)**.

Java Database Connectivity (JDBC)

A JavaSoft specification for Java access to relational databases.

Java Naming and Directory Interface (JNDI)

A Java API standard for looking up objects and resources by name.

Java scriptlet

A JSP scripting element containing any code fragment that is valid in the scripting language used in the JSP. The JSP specification describes what is a valid scriptlet for the case where the language page attribute is “java”.

Java servlet

A server-side Java program that is usually executed in response to an HTTP request and produces its output in a browser.

Javadoc

Javadoc is the tool from Sun Microsystems for generating API documentation in HTML format from doc comments in source code. This term also refers to the documentation created in this manner.

JavaServer Pages (JSP)

A J2EE component for generating dynamic Web page content and appearance.

JDBC

See **Java Database Connectivity (JDBC)**.

JSP tag

A piece of text between a left angle bracket and a right angle bracket that is used in a JSP as part of a JSP element. The tag is distinguishable as markup, as opposed to data, because it is surrounded by angle brackets.

See also **JavaServer Pages (JSP)**.

JSP tag library

A collection of tags that perform specialized tasks. You can import a JSP tag library into any JSP and use the associated tags with various scripting languages.

JSP template

A JSP that displays the features of the Weblogic Commerce and Personalization Servers. You can modify these templates to meet your business needs and use them as a model for developing your own site.

LDAP

See **Lightweight Directory Access Protocol (LDAP)**.

Lightweight Directory Access Protocol (LDAP)

A standard for accessing and searching collections (directories) of information, such as names, phone numbers, and billing addresses, that reside in a database or on a server.

literal

The basic representation of any integer, floating point, or character value. For example, 3.0 is a double-precision floating point literal, and “a” is a character literal.

Managing Purchases and Processing Orders services

The combination of the following Weblogic Commerce Server services: shopping cart, shipping, payment, taxation, and order summary/confirmation.

See also **service**.

metadata

Provides a means to query and match content with users by allowing a system such as the content management system to retrieve content, based on the metadata that describes the content.

See also **content management system**.

minimum purchase requirement

The minimum number of items a user must purchase to receive the specified per-item discount.

order discount

Discounts that can apply to a customer’s entire order.

order limit

A restriction on how many times a discount can be received per order. Order limits can be placed on items that trigger the discount, or on items to which the discount is applied.

orphaned item

A item in the product catalog that is not associated with any category.

See also **product catalog**.

overall limit (on discounts)

A limit on the number of orders to which a discount may be applied.

P3P

See **Platform for Privacy Preferences Project (P3P)**.

Payment service

An implementation of business logic and presentation logic that specifies how the Weblogic Commerce Server authorizes, settles, and transfers payments.

See also **service**.

per-item discounts

Discounts that apply to individual items in a product catalog. For per-item discounts, minimum purchase requirements can be specified.

persistence

A process that saves information or state, in a resource such as a file or database, that would otherwise be transient.

personalization

The means by which Web content developers can tailor an application to a particular individual or group based on profile criteria or other variables.

See also **Advisor**.

personalization advisor

See **Advisor**.

Personalization Server

See **BEA WebLogic Personalization Server (WLPS)**.

Pipeline

A mechanism for binding a sequence of services into a single named service. The Weblogic Commerce Server uses Pipelines to manage the processing of business data. Pipelines control the flow of business logic that is executed resulting from Webflow.

See also **Input Processor**.

See also **service**.

See also **Webflow**.

Pipeline component

A discrete unit of server-side business logic used for such tasks as calculating tax payments or committing an order. Using the `pipeline.properties` file, you can combine a sequence of Pipeline components to form a Pipeline.

See also **Pipeline**.

See also **pipeline.properties file**.

Pipeline session

A storage location for information about the current session (such as the current shopping cart) or more transient data (such as error messages about a customer's most recent input).

See also **Shopping Cart Management service**

pipeline.properties file

A text file that configures one or more Pipelines.

placeholder

Predefined locations where ads must appear. Placeholders are embedded in Web pages by Commerce Business Engineers (or other technical resources). Placeholders answer the question, "Where on my Web site should this message be conveyed?" Placeholders should have descriptive names that allow for quick identification.

See also **Commerce Business Engineer (CBE)**.

Platform for Privacy Preferences Project (P3P)

An emerging industry standard that is designed to provide an automated way to compare consumers' privacy preferences with the privacy practices of the Web sites they visit. It lets Web sites express their privacy practices in a format that can be retrieved automatically and interpreted easily.

portal

Access to an information network and a set of services via the World Wide Web. The network can be as broad as the Internet or restricted to an intranet. The Weblog Personalization Server provides tools for creating portals and portlets.

See also **portlet**.

portlet

From the end-user perspective, a portlet is a specialized content area that occupies a small window of a portal page. For example, a portlet contains travel itineraries, business news, local weather, or sports scores. The user can personalize the content, appearance, and position of the portlet, subject to privileges set by a portal administrator. The user can also edit, maximize, minimize, or float the portlet window.

From a server-application perspective, a portlet is a component, implemented as a JSP, that defines static and dynamic content for a specific subject (weather, business news, etc.) in a portal page. The portlet JSP generates HTML by accessing data entities or content adapters on the server.

The Weblogic Personalization Server provides tools for creating portals and portlets.

See also **JavaServer Pages (JSP)**.

See also **portal**.

product catalog

The collection of the following WebLogic Commerce Server features:

- A database schema based on the Dublin Core Open Standard
- A bulk loader program called DBLoader
- Browser-based administration screens
- JSP templates
- An Application Programming Interface (API)

See also **API**.

See also **JavaServer Pages (JSP)**.

Product Item Manager

A service that creates, gets, updates, and deletes items within the Weblogic Commerce Server catalog.

property

A name/value pair.

property set

A namespace for properties. Property sets allow properties to be conveniently grouped, and allow multiple properties with the same name to be defined.

property set management

A Weblogic Commerce and Personalization Server component that you can use to name properties and group them into *property sets*, which you can also name. *Properties* represent the attributes of an object. For example, “background-color” is a property of an HTML page.

When you create a property, you specify the type of attribute value (for example, text, integer, date/time), whether it defines multiple or single values, whether it restricts values to a certain set, and a default value. You can create property sets based on the following types: User/Group, Session, and Request.

You can apply named properties and property sets to users and groups, HTTP sessions and HTTP requests (wrapped by a ConfigurableEntity component), or content that is accessible from the Content Manager. However, property sets do not manage content; the document loader utility, or a third-party content management tool, manages content metadata.

For example, site developers want users to be able to specify different background colors for each of their portals. By creating portal A and portal B property sets, the property background-color can exist for both portal A and portal B. While the two background-color properties have the same name, they could have the same or different definitions.

property sets

See **property set management**.

RDBMS

See **Relational Database Management System (RDBMS)**.

realm

A Java class that provides access to a store of Users, Groups, Access Control Lists, and related services.

Relational Database Management System (RDBMS)

A system for database management of a relational database.

reference implementation

See **document reference implementation**.

Registering Customers and Managing Customer Services

The collection of Weblogic Commerce Server registration, login, and customer-profile services. It also includes a set of JSPs through which users can check the status and history of their orders, and a set of APIs that developers can use to create other services.

See also **API**.

See also **JavaServer Pages (JSP)**.

Registration and Login service

An implementation of business logic and presentation logic through which users create a user profile and authenticate with the Weblogic Commerce and Personalization Servers.

See also **service**.

repository directory

A directory that contains shared resources such as images and portlet JSPs. You specify the repository directory during Java servlet registration.

See also **Java servlet**.

See also **portlet**.

rule set

An XML file that contains Weblogic Personalization Server rules. All rules are either of the type ContentSelector or Classifier, and each rule set may have zero or more rules. Rule sets use properties from a property set to evaluate user and group profiles.

See also **property sets**.

See also **rules editor**.

See also **XML**.

rules editor

An editor application, named Content Selector, for creating and editing a structured system of Weblogic Personalization Server business rules. The rules are used with user profiles to personalize the content delivery of an e-commerce site. The output of the rules editor is a rule set, stored in XML.

See also **rule set**.

See also **XML**.

See also **user profile**.

scenario

The primary building-block of campaigns. A scenario is composed of one or more scenario actions, all of which take place if their criteria are met: if a particular event occurs or if a customer is part of a specified customer segment.

See also **campaign**.

See also **scenario action**.

scenario action

The component of scenarios. One or more actions make up a scenario. The action can be an ad, which queries the content management system for an ad; an email; or a discount.

See also **scenario**.

service

Data processing and storage, data interchange, or data presentation that a Web application provides. For example, the Shipping service records the shipping information related to a customer's order, calculates shipping costs, and tracks the shipping status of an order.

session bean

A non-persistent, server-side object that implements business logic. A session bean can be thought of as a logical extension of the client that runs on the server. A session bean is not shared among multiple clients.

set-based discount

A single discount based on customers having specified sets of product items in their shopping carts.

Shipping service

An implementation of business logic and presentation logic that records the shipping information related to a customer's order, calculates shipping costs, and tracks the shipping status of an order.

See also **service**

Shopping Cart Management service

An implementation of business logic and presentation logic in the WebLogic Commerce Server that shows users the items they have selected for purchase. Users can start the payment process from the shopping cart.

splitting preference

An option available from the WebLogic Commerce Server JSP templates. With this option, users determine whether they want individual items they have purchased to be shipped to them as soon as they are available, even if it requires multiple shipments, or for the shipment to wait until all items are available. After users confirm their preference, the Pipeline session commits it to the database.

See also **JSP template**.

stand-alone discount

Discounts that are not based on a customer's behavior or controlled by campaigns. Rather, stand-alone discounts are offered to everyone shopping at a Web site; they are available in all versions of the E-Business Control Center. An example of a discount used as a stand-alone discount would be "give everyone 10% off books."

stateful session bean

A session bean with a conversational state. Conversational state means that multiple clients can access the bean on multiple separate occasions, and remember information from the last time. Just as you would "pick up where you left off" when continuing a conversation with a coworker from one day to the next, conversational state enables a conversation to continue between a client and a session bean.

stateless session bean

A session bean with no conversational state. All instances of stateless session beans are identical.

static

A Java programming language keyword that defines a variable as a class variable. Classes maintain one copy of class variables regardless of how many instances exist of that class. This keyword can also be used to define a method as a class method. Class methods are invoked by the class instead of a specific instance, and can only operate on class variables.

target items

The items to which the discount should be applied.

Taxation service

An implementation of business logic and presentation logic that interfaces with TAXWARE to calculate the taxes due for a customer's order.

See also **service**.

time to live (TTL)

The length of time an item is cached.

trigger item

The items that cause the discount to be offered.

TTL

See **time to live (TTL)**.

unified user profile (UUP)

The aggregation of user properties that WebLogic Personalization Server (WLPS) gathers from its database tables and from other data sources. For example, WLPS can combine user properties from the Weblogic Personalization Server database with user properties from an LDAP server into a unified user profile. Developers and system users do not need to worry about the different underlying data sources because the unified user profile provides a single location from which to find user information. The UUP is an extension of the BEA WebLogic User component.

See also **LDAP**.

UUP

See **unified user profile (UUP)**.

User Management component

A set of JSP tags, EJBs, and tools that facilitate the creation and persistence of user and group profile properties. It provides access to user profile information within the WebLogic Commerce and Personalization Servers. The User Manager component also provides user-authentication mechanisms and user-to-group associations.

user profile

A set of name/value attribute pairs that are associated with a user or a group.

See also **User Management component**.

User Processing service

See **Registration and Login service**.

Web application (Webapp)

Groups of server-side Web resources that make up an interactive online application. The Web resources include Java servlets, JSPs, static documents (such as HTML documents), and applets that can be deployed in a client Web browser. Web applications must run in the context of a Web application server. The WebLogic Commerce and Personalization Servers are packaged as Web applications.

See also **applet**.

See also **Java servlet**.

See also **JavaServer Pages (JSP)**.

See also **Web application server**.

Web application server

Software that enables Web applications to exchange data with the back-end systems and databases of e-businesses. BEA WebLogic is a Web application server.

See also **Web application (Webapp)**.

Webflow

A mechanism that controls the flow of a user session. The Weblogic Personalization Server uses Webflow to dispatch a target destination. The Weblogic Commerce Server uses Webflow to determine which pages it displays in a Web browser and which pieces of business logic it executes. The `webflow.properties` file configures Webflow for the Weblogic Commerce Server.

See also **Pipeline**.

See also **webflow.properties file**.

webflow.properties file

A text file that configures Webflow for the Weblogic Commerce Server, controlling the order in which your site's Web pages are displayed and initiating the execution of the business logic that is associated with them. It contains one section for each JSP template and includes comments for increased readability.

See also **business logic**.

See also **JavaServer Pages (JSP)**.

See also **Webflow**.

WLCS

See **BEA WebLogic Commerce Server (WLCS)**.

WLPS

See **BEA WebLogic Personalization Server (WLPS)**.

WLS

See **BEA WebLogic Server (WLS)**.

WebLogic Server (WLS)

See **BEA WebLogic Server (WLS)**.

web.xml file

See **deployment descriptor**.

XML

See **extensible markup language (XML)**.