Systemwalker
Service Catalog Manager V15.1.0
(Business Support System)

Marketplace Owner's Guide

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About this Manual

This manual describes how marketplace owners can administrate and customize their marketplaces with Systemwalker Service Catalog Manager - hereafter referred to as Business Support System or BSS.

The manual is structured as follows:

Chapter	Description
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Managing Suppliers on page 9	Describes how to allow suppliers to publish their services to a marketplace, and how to revoke the publishing approval.
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Customizing Marketplaces on page 14	Describes the customizing options available for marketplace owners.
Menu Options and User Roles on page 16	Gives an overview of the menu options relevant for marketplace owners.

Readers of this Manual

This manual is directed to users who are responsible for administrating and customizing marketplaces in BSS. It assumes that you are familiar with the BSS concepts as explained in the *Overview* manual.

Notational Conventions

This manual uses the following notational conventions:

Add	The names of graphical user interface elements like menu options are shown in boldface.
`init`	System names, for example, command names, and text that is entered from the keyboard are shown in Courier font.
`<variable>`	Variables for which values must be entered are enclosed in angle brackets.
`[option]`	Optional items, for example, optional command parameters, are enclosed in square brackets.
`one	two`	Alternative entries are separated by a vertical bar.
`{one	two}`	Mandatory entries with alternatives are enclosed in curly brackets.

Abbreviations

This manual uses the following abbreviations:

BSS	Business Support System

IaaS	Infrastructure as a Service
PaaS	Platform as a Service
SaaS	Software as a Service

Available Documentation

The following documentation on BSS is available:

- *Overview:* A PDF manual introducing BSS. It is written for everybody interested in BSS and does not require any special knowledge.
- *Online Help:* Online help pages describing how to work with the user interface of BSS. The online help is directed and available to everybody working at the user interface.
- *Installation Guide:* A PDF manual describing how to install and uninstall BSS. It is directed to operators who set up and maintain BSS in their environment.
- *Operator's Guide:* A PDF manual for operators describing how to administrate and maintain BSS.
- *Technology Provider's Guide:* A PDF manual for technology providers describing how to prepare applications for usage in a SaaS model and how to integrate them with BSS.
- *Supplier's Guide:* A PDF manual for suppliers describing how to define and manage service offerings for applications that have been integrated with BSS.
- *Marketplace Owner's Guide:* A PDF manual for marketplace owners describing how to administrate and customize marketplaces in BSS.
- *Developer's Guide:* A PDF manual for application developers describing the public Web service interface of BSS and how to use it to integrate applications and external systems with BSS.
- Javadoc documentation for the public Web service interface of BSS and additional resources and utilities for application developers.

1 Introduction

Business Support System (BSS) is a set of services which provide all business-related functions and features required for turning on-premise software applications into Software as a Service (SaaS) offerings and using them in the Cloud. This includes ready-to-use account and subscription management, online service provisioning, billing and payment services, and reporting facilities.

With its components, BSS covers all the business-related aspects of a Platform as a Service (PaaS) or Cloud platform. It supports software vendors as well as their customers in leveraging the advantages of Cloud Computing.

The basic scenario of deploying and using applications as services in the BSS framework involves the following organizations:

- **Technology providers** (e.g. independent software vendors) technically prepare their applications for usage in the Cloud and integrate them with BSS. They register the applications as technical services in BSS.
- **Suppliers** (e.g. independent software vendors or sellers) define service offerings, so-called marketable services, for the technical services in BSS. They publish the services to a marketplace.
- **Customers** register themselves or are registered by a supplier in BSS and subscribe to one or more services. Users appointed by the customers work with the underlying applications under the conditions of the corresponding subscriptions.
- **Marketplace owners** are responsible for administrating and customizing the marketplaces to which suppliers publish their services.
- **Operators** are responsible for installing and maintaining BSS.

1.1 The Marketplace Owner's Tasks in BSS

As a marketplace owner, you are responsible for one or more marketplaces. This involves the followings tasks:

- Defining the suppliers who are allowed to publish services to your marketplace.
- Administrating your marketplace, for example, managing categories or enabling specific features and settings.
- Customizing your marketplace to adapt it to your organization's standards, for example, adapting the texts presented to customers on the marketplace.

1.2 Marketplaces in BSS

A marketplace is a virtual platform on which suppliers offer their services to customers. Visitors of the marketplace can browse the service catalog, search for services, sort and organize them by different criteria, and subscribe to them.

Marketplaces are created by operators. For each marketplace, the operator specifies a marketplace owner organization. An organization can become the owner of one or several marketplaces. The organization is automatically assigned the marketplace owner role, and its administrators are assigned the marketplace manager role.

The operator who creates a marketplace defines its initial features and settings. He specifies whether:

- The marketplace is open to any supplier or only to suppliers authorized by the marketplace owner.
- The services can be organized and searched for by categories and tags of a tag cloud.
- Customers can rate services and write comments.
- Social bookmarks are available, for example, for recommending a service to a social network.

These settings can be changed later at any time by the marketplace owner.

A new marketplace has a neutral layout and branding which the marketplace owner can customize according to his organization's standards and requirements. The marketplace owner can also adapt the texts and the stage of the marketplace, i.e. the area where, for example, advertisements, eye catchers, or further information can be placed.

The following picture shows a marketplace with its initial, neutral layout and branding:
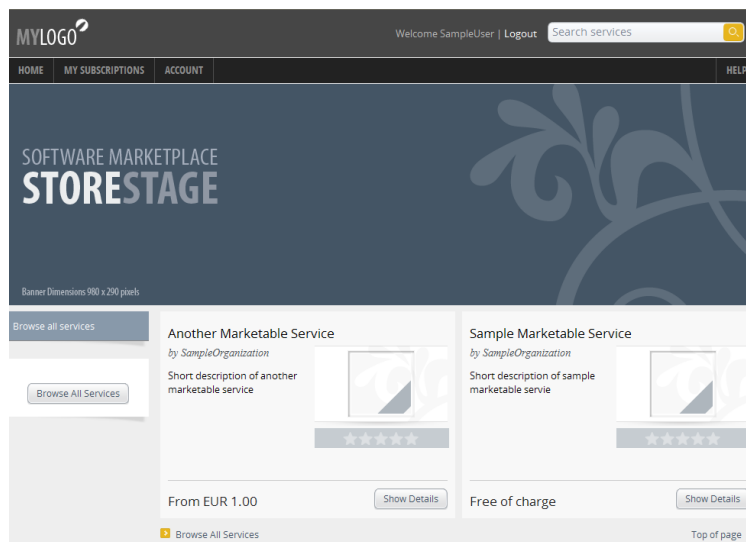
After customization, a marketplace may look like this:
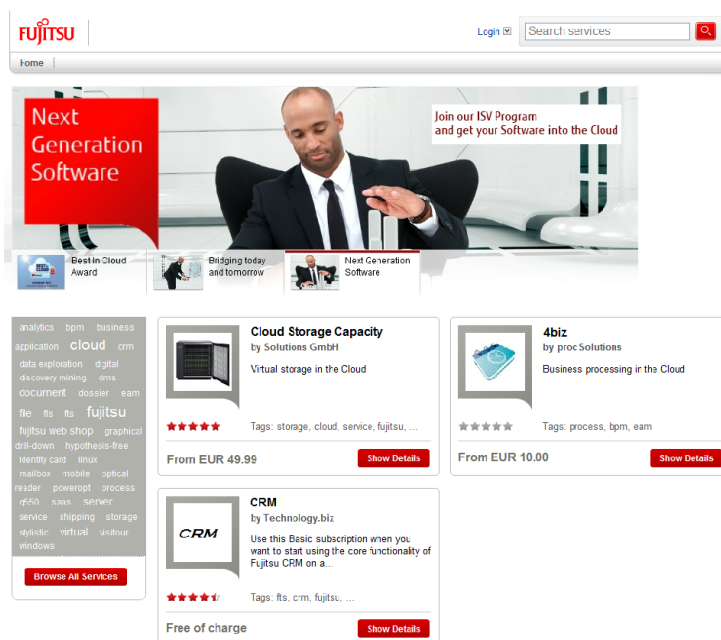
1.3 Accessing BSS

To perform your tasks, you use the BSS user interface. The role of your organization as a marketplace owner and your user role within the organization determine which features are available to you at the BSS user interface.

BSS distinguishes between the following users roles within marketplace owner organizations:

- **Administrator**: Each organization must have at least one user with this role. An administrator can manage the organization's account and subscriptions as well as its users and their roles. The first administrator of an organization is defined when the organization is created.

- **Marketplace manager**: This role allows a user to define the suppliers who are allowed to publish services to a marketplace as well as update and customize a marketplace. This role can be assigned to users of marketplace owner organizations. It is automatically assigned to all administrators of the marketplace owner organization when a marketplace is created.

To access the BSS user interface, you use the login information provided in the email you receive when your organization becomes the owner of a marketplace.

To log in for managing your marketplace:

1. Click the link provided in the email, or type the access URL in your Web browser's address bar. The access URL has the following format:

   ```
   http://<server>:<port>/fujitsu-bss-portal?mId=<mId>
   ```

   `<server>` is the Web/application server where BSS has been deployed. `<port>` is the port to address the Web/application server (default: `80` for HTTP, `443` for HTTPS). `<mId>` is the ID of the marketplace.

2. On the **Login** page, type your user ID and password.

3. Click **Login**, or press **Return**.

To access the marketplace itself:

1. Click the link provided in the email, or type the access URL in your Web browser's address bar. The access URL has the following format:

   ```
   http://<server>:<port>/fujitsu-bss-portal/marketplace?mId=<mId>
   ```

   `<server>` is the Web/application server where BSS has been deployed. `<port>` is the port to address the Web/application server (default: `80` for HTTP, `443` for HTTPS). `<mId>` is the ID of the marketplace.

2. To log in, click **Login** at the top right of the marketplace.

3. On the **Login** page, type your user ID and password.

4. Click **Login**, or press **Return**.

You are either logged in directly, or you are prompted to change your initial password when you log in for the first time. It is highly recommended to change the initial password.

If you try to log in with a wrong password, your account is locked after the third attempt. In this case, contact your administrator who can reset your password. You will get a new temporary password for your next login.

If you have forgotten your user ID, contact your administrator who can look up the ID in the list of users registered for your organization.

If your session expires, you have to log in again.

2   Managing Suppliers

As a marketplace owner, you are responsible for deciding who is allowed to publish services to your marketplace. There are two basic strategies to do this:

- Use an open marketplace, where any supplier organization can publish services. Explicitly exclude specific suppliers, if required.
- Use a marketplace for authorized suppliers only, and explicitly admit only the suppliers who are to publish their services on it.

The operator who creates a marketplace specifies whether it is open to all suppliers or restricted to authorized suppliers only. As the marketplace owner, you can change this setting later.

Open Marketplaces

On an open marketplace, any organization with the supplier role can publish services immediately after the marketplace has been created. For you as the marketplace owner, this strategy reduces the effort of managing and controlling the marketplace and the suppliers. However, it also increases the risk that many suppliers publish numerous services on the marketplace and customers are lost in the variety.

Another issue you may encounter on an open marketplace is the presence of suppliers who do not adhere to the code of conduct, do not pay their fees for using the marketplace, or offer services which are not acceptable for some reason. As the marketplace owner, you can exclude these suppliers from the marketplace and add them to a blacklist. The suppliers' services are deactivated and customers can no longer subscribe to them. Existing subscriptions are not affected.

After the problems have been sorted out, you can re-admit a supplier you have excluded from the marketplace and thus remove him from the blacklist. The supplier can then again publish services to the marketplace.

BSS automatically notifies a supplier by email when you exclude him from the marketplace or re-admit him.

To exclude and re-admit suppliers, use the **Manage suppliers** menu option in the **Marketplace** menu of the BSS user interface.

Marketplaces for Authorized Suppliers

A marketplace can be restricted to one or more suppliers who are explicitly authorized by the marketplace owner. By requiring that the publishing of services needs explicit approval, marketplaces for authorized suppliers provide the marketplace owners with optimum control. Different marketplaces can be operated independently. This is useful, for example, if a supplier in one country is not to be allowed to offer services on a marketplace in another country.

When the operator creates a marketplace for authorized suppliers, the organization specified as the marketplace owner is automatically admitted to it, provided that it is assigned the supplier role. The marketplace owner can then authorize any number of suppliers to publish services to the marketplace.

As the marketplace owner, you can revoke the publishing approval for a supplier at any time, for example, if he is in arrears with his payments. If the supplier already published services to the marketplace, these services are automatically deactivated. Customers can no longer subscribe to them. Existing subscriptions are not affected.

BSS automatically notifies a supplier by email when you admit him to a marketplace or when you revoke your publishing approval.

To allow suppliers to publish services to your marketplace or to revoke your approval, use the **Manage suppliers** menu option in the **Marketplace** menu of the BSS user interface.

Changing the Supplier Policy for a Marketplace

You can at any time turn a marketplace which is open to any supplier into a marketplace for authorized suppliers only, and vice versa.

When you switch from an open marketplace to a marketplace for authorized suppliers only, the suppliers of all the services published so far are automatically admitted to it. Furthermore, the blacklist of the open marketplace is retained. This means that suppliers you excluded from the marketplace will still be excluded, if you later decide to change the marketplace back to an open one.

The same applies in the opposite direction: The list of authorized suppliers is retained when you turn a marketplace into an open one. Additionally, the services of the authorized suppliers remain published on the marketplace, unless the suppliers are included in the marketplace's blacklist.

To change the supplier policy for a marketplace, use the **Update marketplace** menu option in the **Marketplace** menu of the BSS user interface.

3 Administrating Marketplaces

Your tasks as a marketplace owner include the administration of your marketplace. You can:

- Rename the marketplace.
- Change the marketplace features and settings.
- Define categories for organizing services and searching for them.
- Deactivate services that suppliers have published to the marketplace.
- Remove ratings and comments on services.

Renaming a Marketplace

BSS allows you to change the name of a marketplace. The name is defined by the operator when he creates the marketplace.

The marketplace name is offered for selection when you administrate or customize the marketplace, or manage the suppliers who are allowed to publish services to it.

To rename a marketplace, use the **Update marketplace** menu option in the **Marketplace** menu of the BSS user interface.

Changing Marketplace Features and Settings

You can at any time change the features and settings of your marketplace, which are initially defined by the operator who creates the marketplace. The following features and settings are available:

- **Tagging**: When enabled, the tag cloud is available on the marketplace. Visitors can filter and browse the services by the available tags. Tags are search terms that characterize the services. They are defined by the technology providers of the applications underlying to the services.

  When you disable this feature, the tag cloud is not displayed on the marketplace. The tags defined for the services are not affected.

- **Categories**: When enabled, categories are shown on the marketplace and can be used by visitors for filtering and browsing the services. The categories are also taken into consideration by the full-text search feature on the marketplace. Categories are defined by marketplace owners and assigned to services by suppliers. For details, refer to *Defining Categories* on page 12.

  When you disable this feature, categories are no longer available to marketplace visitors for searching, filtering, and browsing, but can still be defined and assigned to services. Existing category definitions and assignments are not affected.

- **Reviews**: When enabled, customers who subscribed to services on the marketplace can rate these services and write comments on them. Other visitors can see the ratings and comments.

  When you disable this feature, ratings and comments are not available on the marketplace. Existing ratings and comments are retained, but they are not visible. They re-appear when you enable the feature again.

- **Social bookmarks**: When enabled, bookmarks for direct access to social networks and communication services are provided with the services on the marketplace. Visitors can use these bookmarks, for example, to recommend a service to a social network.

  When you disable this feature, social bookmarks are not available.

- **Authorized suppliers only**: When enabled, only authorized suppliers are allowed to publish services to the marketplace. When disabled, the marketplace is open to any supplier organization. For details, refer to *Managing Suppliers* on page 9.

To change the features and settings of a marketplace, use the **Update marketplace** menu option in the **Marketplace** menu of the BSS user interface.

Defining Categories

Categories can be used for organizing and classifying services on a marketplace. For example, they may group different types of application software, such as word processing, desktop publishing, or spreadsheet software.

As a marketplace owner, you can create any number of categories for your marketplace. Suppliers can assign these categories to the services they publish to the marketplace. Marketplace visitors can use the categories for browsing the service catalog and filtering the services, provided that you have enabled the display of categories. Categories are also taken into consideration by the full-text search feature on the marketplace.

A category can be provided in all supported languages. For each category, you define a language-independent ID and the actual term to be displayed in each language.

You can at any time update the language-independent IDs and the language-specific terms of categories. The new values are available immediately to visitors of the marketplace and for assignment to services. The same applies when you delete a category: It is removed immediately from the marketplace and from the services it was assigned to. The suppliers of the services are notified by email about the removal.

To create, update, and delete categories, use the **Manage categories** menu option in the **Marketplace** menu of the BSS user interface.

Deactivating Services

You can deactivate a service that a supplier published to your marketplace. Deactivating a service may be required under exceptional circumstances, for example, in the case of an infringement of the terms and conditions.

Note: An alternative to deactivating an individual service of a supplier is to no longer allow the supplier to publish services at all. By doing this, all published services of the supplier are automatically deactivated. For details, refer to *Managing Suppliers* on page 9.

You can deactivate a service at any time. When you do this, you have to state a reason. A deactivated service is no longer displayed in the service catalog on the marketplace. Thus, it cannot be subscribed to by customers any longer. Existing subscriptions to the service are not affected.

As soon as the problem is solved, you can reactivate the service. The supplier is not allowed to reactivate it by himself. After the reactivation, customers can instantly subscribe to the service again.

BSS automatically notifies a supplier by email about the deactivation of a service and the reason you entered for it.

To deactivate a service, log in to the marketplace and display the details of the service to be deactivated. Choose the **Deactivate service** option. For a deactivated service, the option turns into **Reactivate service**.

Removing Ratings and Comments

Customers can give ratings and comments on services to which they have subscribed. You can remove these ratings and comments from your marketplace, if you do not want them to be read by visitors. This enables you to moderate your customer's reviews.

> **Note:** An alternative to removing individual ratings and comments is to deactivate the display of reviews completely. For details, refer to *Changing Marketplace Features and Settings* on page 11.

When you remove a review from the marketplace, you have to state a reason. BSS automatically notifies the user who wrote the review by email about your intervention and the reason you entered.

To remove ratings and comments on a service, log in to the marketplace and display the details of the service. In the **Customer Reviews** section, choose the **Delete** option next to the entry you want to remove.

4 Customizing Marketplaces

BSS offers various options that allow you to customize marketplaces. You can customize the following:

- Texts presented on the Web pages of a marketplace and in emails
- Stage of a marketplace
- Layout and branding of a marketplace

The following sections describe the individual options.

4.1 Texts

BSS allows you to customize various texts that are provided on a marketplace. You can adapt the following:

- User interface and emails
- Terms and conditions and privacy policy
- Imprint

User Interface and Emails

BSS supports you in customizing the texts used at the user interface, such as menu options, dialog fields, or buttons. This includes:

- Customizing the user interface your customers are working with when they visit your marketplace, register with BSS, and use services on your marketplace.
- Customizing the user interface you are working with in BSS.

In addition, BSS allows you to customize the texts used in automatically generated emails.

Translations for the texts can be provided in all languages supported by BSS.

You can export the current texts to a Microsoft Excel file, and change or translate them in the file as desired. To apply your changes, you just import the customized and localized file to BSS. As soon as you have saved the file in BSS, the changes are visible.

Note: The customized texts of the user interface are visible only in the context of the marketplace for which you have changed them. If you log in using the URL for managing a specific marketplace (`http://<server>:<port>/fujitsu-bss-portal?mId=<mId>`) you cannot see the texts you change for a different marketplace. If you log in without a marketplace context (`http://<server>:<port>/fujitsu-bss-portal`), you cannot see any customized texts at all.

To export and later import the texts, use the **Customize texts** menu option in the **Marketplace** menu of the BSS user interface.

Terms and Conditions and Privacy Policy

The terms and conditions and the privacy policy have to be accepted by users when they register with BSS on a marketplace. Links to the terms and conditions and the privacy policy are provided at the bottom of each marketplace Web page.

You can enter the texts for the terms and conditions and the privacy policy directly in BSS. The texts can be provided in all languages supported by BSS.

To enter, update, or localize the terms and conditions and the privacy policy, use the **Customize texts** menu option in the **Marketplace** menu of the BSS user interface.

Imprint

The imprint of a marketplace can be accessed by users via a link at the bottom of each marketplace Web page.

You can enter the URL of a Web page that shows the imprint. Different URLs can be specified for different languages.

To enter, update, or localize the URL pointing to the imprint, use the **Customize texts** menu option in the **Marketplace** menu of the BSS user interface.

4.2 Stage

BSS supports you in customizing the stage of a marketplace. The stage is the area of the marketplace where you can place, for example, advertisements, eye catchers, or further information.

The marketplace stage can be provided as an image. BSS allows you to use a separate stage for each of the supported languages.

The marketplace stage is specified as HTML code referencing the desired image. The recommended width of the stage is 980 pixels, the recommended height is between 200 and 300 pixels.

Example:

```
<IFRAME SRC="yourstage.htm" FRAMEBORDER="0" NAME="stage" WIDTH="980px"
HEIGHT="280px"></IFRAME>
```

A preview function allows you to view the stage before it is published. As soon as you confirm the preview, the stage is published and visible to all visitors of the marketplace.

To customize the marketplace stage, use the **Customize stage** menu option in the **Marketplace** menu of the BSS user interface.

4.3 Layout and Branding

BSS allows you to customize the layout and branding of a marketplace to your organization's standards and requirements. This includes the colors, fonts, background images, and logos displayed to the marketplace visitors.

You define the layout and branding of a marketplace in a style sheet and in files and images referenced by it. The best way to create an appropriate style sheet is to use the platform's default style sheet as a basis and adapt it as required. You then deploy the customized style sheet and the files it references on a Web server and specify its URL in BSS. If no URL is set, the default style sheet is used.

The platform's default style sheet and the files and images it references are provided in the branding package, a ZIP file which you can download from BSS. The branding package also includes sample HTML pages of a marketplace. You can use these HTML pages to preview and test your customizations. In the style sheet, you can find comments and descriptions of the relevant elements of the HTML pages as well as information on which elements you must not customize in order to ensure that the page layout does not get broken.

To download the branding package and specify the URL of your customized style sheet for a marketplace, use the **Customize layout** menu option in the **Marketplace** menu of the BSS user interface.

Appendix A: Menu Options and User Roles

This appendix provides an overview of the user roles required for using the menu options at the BSS user interface which are of relevance to marketplace owners. For details on the menu options, refer to the *Online Help*.

Account Menu

The following user roles are required for using the menu options in the **Account** menu:

Edit profile	Any user role
Change password	Any user role
Register new users	Administrator
Manage users	Administrator

Marketplace Menu

The following user roles are required for using the menu options in the **Marketplace** menu:

Manage categories	Marketplace manager
Manage suppliers	Marketplace manager
Update marketplace	Marketplace manager
Customize stage	Marketplace manager
Customize texts	Marketplace manager
Customize layout	Marketplace manager

Glossary

Administrator

A privileged user role within an organization. Each organization has at least one administrator.

Application

A software, including procedures and documentation, which performs productive tasks for users.

Cloud

A metaphor for the Internet and an abstraction of the underlying infrastructure it conceals.

Cloud Computing

The provisioning of dynamically scalable and often virtualized resources as a service over the Internet on a utility basis.

Customer

An organization which subscribes to one or more marketable services in BSS in order to use the underlying applications in the Cloud.

Infrastructure as a Service (IaaS)

The delivery of computer infrastructure (typically a platform virtualization environment) as a service.

Marketable Service

A service offering to customers in BSS, based on a technical service. A marketable service defines prices, conditions, and restrictions for using the underlying application.

Marketplace

A virtual platform for suppliers in BSS to provide their services to customers.

Marketplace Owner

An organization which holds a marketplace in BSS, where one or more suppliers can offer their marketable services.

Marketplace Manager

A privileged user role within a marketplace owner organization.

Operator

An organization or person responsible for maintaining and operating BSS.

Organization

An organization typically represents a company, but it may also stand for a department of a company or a single person. An organization has a unique account and ID, and is assigned one or more of the following roles: technology provider, supplier, customer, marketplace owner, operator.

Payment Service Provider (PSP)

A company that offers suppliers online services for accepting electronic payments by a variety of payment methods including credit card or bank-based payments such as direct debit or bank transfer. Suppliers can use the services of a PSP for the creation of invoices and payment collection.

Payment Type

A specification of how a customer may pay for the usage of his subscriptions. The operator defines the payment types available in BSS; the supplier determines which payment types are offered to his customers, for example, payment on receipt of invoice, direct debit, or credit card.

Platform as a Service (PaaS)

The delivery of a computing platform and solution stack as a service.

Price Model

A specification for a marketable service defining whether and how much customers subscribing to the service will be charged for the subscription as such, each user assigned to the subscription, specific events, or parameters and their options.

Role

A collection of authorities that control which actions can be carried out by an organization or user to whom the role is assigned.

Service

Generally, a discretely defined set of contiguous or autonomous business or technical functionality, for example, an infrastructure or Web service. BSS distinguishes between technical services and marketable services, and uses the term "service" as a synonym for "marketable service".

Service Manager

A privileged user role within a supplier organization.

Standard User

A non-privileged user role within an organization.

Software as a Service (SaaS)

A model of software deployment where a provider licenses an application to customers for use as a service on demand.

Subscription

An agreement registered by a customer for a marketable service in BSS. By subscribing to a service, the customer is given access to the underlying application under the conditions defined in the marketable service.

Supplier

An organization which defines marketable services in BSS for offering applications provisioned by technology providers to customers.

Technical Service

The representation of an application in BSS. A technical service describes parameters and interfaces of the underlying application and is the basis for one or more marketable services.

Technology Manager

A privileged user role within a technology provider organization.

Technology Provider

An organization which provisions applications as technical services in BSS.