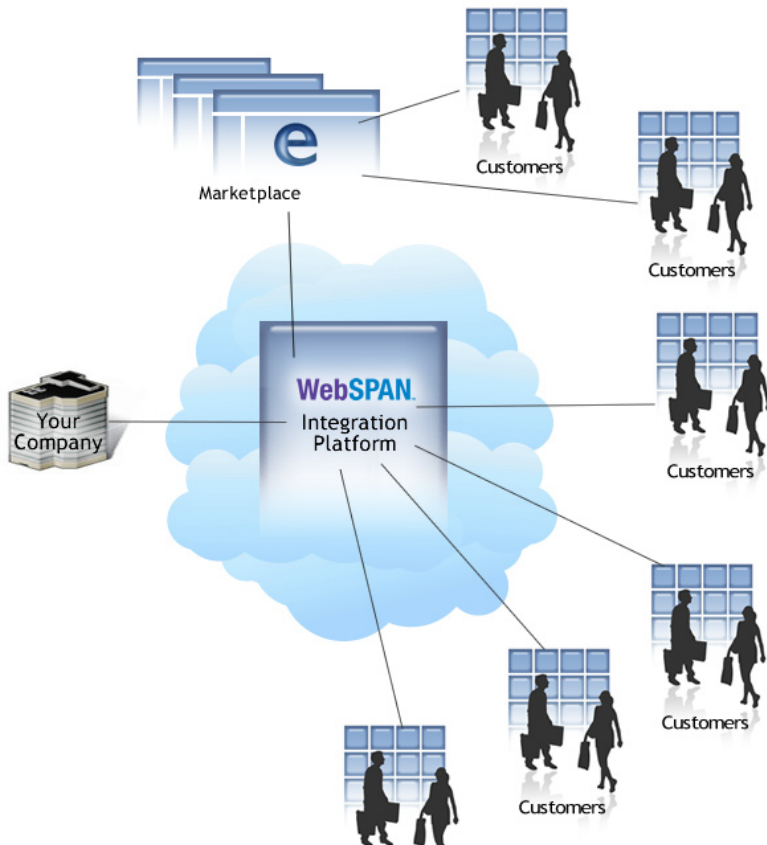


WebSpan Integration Solutions: iDemandChain

HIGHLIGHTS

- Enables integration and collaboration with your customers and all businesses across the demand chain
- Allows all companies to communicate using native applications and systems; no hardware or software upgrade needed
- Improves time to market, customer relationships and revenues, while controlling costs and minimizing management overhead
- Facilitates real-time information exchange visibility, and automation of related processes



WebSpan improves your partner relationships and business processes across the demand chain

Building an Efficient, Customer Focused Demand Chain Process

Supporting customer integration may involve implementing a strategic, demand-driven production system or a more basic electronic purchase order system. Whether simple or complex, the goal is to deliver the most value to your customers as effectively and efficiently as possible and meeting your customer's needs.

While now more than ever, satisfied customers translate directly into revenues and growth.

Your customers want real-time information and better service. They want fast product delivery. They want rapid responses to pricing, order status, ship date, and availability questions. And they want access to this information from within their own systems with their own applications and message formats.

While you understand the customer need, meeting those demands and delivering a well-run demand chain system can be challenging and expensive.

WebSpan iDemandChain allows companies of any size to quickly integrate with their business partners and customers. iDemandChain enables the spectrum of application-to-application data exchange, from the movement of business documents to real time synchronous queries, providing automated information exchange between you and your customers.

WebSpan mediates between disparate systems, interfacing with the customer and your company according to the respective applications, protocols and business processes. No additional hardware or software is needed to achieve a streamlined demand chain system. As a SaaS platform combined with managed services, WebSpan handles the integration for you, so you can focus on delivering the most value to your customers and running your business.



WebSpan Packaged Integration Processes for Demand Chain

WebSpan iDemandChain packaged processes enable seamless integration and document / message exchange between companies and their customers:

- **Order-to-Cash:** Integration Services for the exchange of business documents between a company and its customers. This package assumes that the company will support the diversity of its customers systems, rather than dictate to its customers which transactions and data formats to use.
- **Real-time Demand Chain:** Integration services that support real time linkages between a company and its customers. This allows the company to respond to real time queries from their customers and thereby provide them visibility to the status of inventory, orders, shipments, etc.
- **Custom Packages:** Let WebSpan's team of professionals work with you to create a demand chain packaged process that meets your needs and improves your customer integration and relationships.

An Automated Demand Chain and Effective Customer Integration Improves your Top and Bottom Line

In today's business climate, companies need to do whatever it takes to retain current customers by optimizing the relationship and experience with those businesses. Customers have more choices than ever before. To gain a competitive edge, keep your current customers happy and win new ones, you must make it easy for customers to work with you and help them cut costs, improve processes and grow their businesses.

Integration can help you achieve these goals:

- **Improves Customer Retention:** Retaining customers is significantly less costly than securing a new one, and tight integration and collaboration with customers increases the "stickiness" and helps ensure a strong retention rate among your customer base.
- **Expands Sales and Increases Revenue:** It expands sales with existing customers due to

high quality customer service and helps build new sales. When acquiring new customers, there are often questions regarding integration capabilities, and your success rate will be much higher when you are able to answer the integration question with a quick and confident "yes we can".

- **Increases Competitive Edge:** WebSpan enables new competitive business processes that help you leap frog the competition, such as just-in-time inventory, vendor managed inventory, build-to-order, strategic outsourcing, and self-service procurement.
- **Reduces Transaction Costs and Errors:** WebSpan replaces manual processes that can be error prone and expensive. Also, WebSpan provides cost-effective subscription-based packages.
- **Enables Strategic Process Improvements:** WebSpan helps both you and your customer streamline processes, such as demand-driven production, vendor managed inventory, build-to-order, logistical postponement strategies and just-in-time inventory replenishment.
- **Leverages Existing IT Investments:** Because WebSpan works across disparate systems, you and your customers do not need to buy new hardware or software, and customers will be able to do business with you "their way".

Any-to-Any Connections Provide Interoperability and Seamless Integration

Within a demand chain, there are numerous business processes that require integration, from the exchange of catalogue information, purchase orders and invoices, to the scheduling of drop shipments, to the real time tracking of orders and products

WebSpan's iDemandChain is ideal for companies that:

- Use a manual process for demand chain integration and want to implement electronic data exchange
- Are struggling to manage and communicate with the different formats and protocols their customers and suppliers use for purchase orders, inventory management, and other documentation
- Support the demand chain integration process using licensed software and/or internal resources and are considering outsourcing this operation
- Have a current integration solution but are facing upgrade challenges, high costs or application compatibility issues
- Support customers or suppliers using a specific standard, such as ANSI X12, and now need to support additional standards
- Need to consolidate systems and demand chain processes due to merger or acquisition

and the movement of payment instructions, to name just a few. All of these processes might be supported with a wide range of applications or document formats, which can make integration difficult. WebSpan works across protocols, standards and formats to ensure all businesses in the demand chain can send and receive messages in their native formats and with existing applications.

WebSpan enables interoperability across business communities and heterogeneous environments:

Protocols Supported:	Message Formats Supported:	Sample Documents Supported:
<ul style="list-style-type: none"> • HTTPS • FTP/S • SFTP • SMTP • AS2 • RNIF • EDI VAN • REST • SOAP 	<ul style="list-style-type: none"> • EDI (ANSI, X12, EDIFACT, Spec2000, Tradacoms, etc.) • Flat File (CSV, FixedWidth, MultiRecord, etc.) • XML (cXML, OAGIS, UBL/ebXML, RosettaNet, customized, etc.) • HTML Forms • Vendor Specific (OCI, CIF, iDOC, etc.) • Industry Standards (PIDX, CIDX, AIA, etc.) • Custom (may require additional services) 	<ul style="list-style-type: none"> • Purchase Order • Purchase Order Acknowledgement • Advance Shipping Notice • Invoice • Remittance Advice • Warehouse Shipping Order • Product Transfer

About WebSpan

WebSpan is an enterprise-class SaaS integration platform that combines the Hubspan integration platform and IBM WebSphere integration software. WebSpan provides a cost-effective and scalable approach to integration while optimizing the sharing of resources across business communities. Thousands of companies, from small enterprises to the Fortune 500, successfully use the platform every day to achieve greater business collaboration. WebSpan is available in packaged integration processes focused on supply chain, demand chain, logistics, e-commerce, and financial integration, as well as custom integration solutions. For more information, go to www.hubspan.com/webspan or email webspan@hubspan.com.