

WebSpan Integration Solutions: iCommerce

HIGHLIGHTS

- Provides real-time integration between your eCommerce site and customers and suppliers
- Supports critical transactions and processes, including punchout, real-time queries and business document exchange
- Mediates between formats and protocols, allowing all companies to communicate using their native systems and applications
- Scales easily as your needs or integration community grows, with a cost-effective subscription pricing model

Providing a Seamless, Integrated B2B eCommerce Process

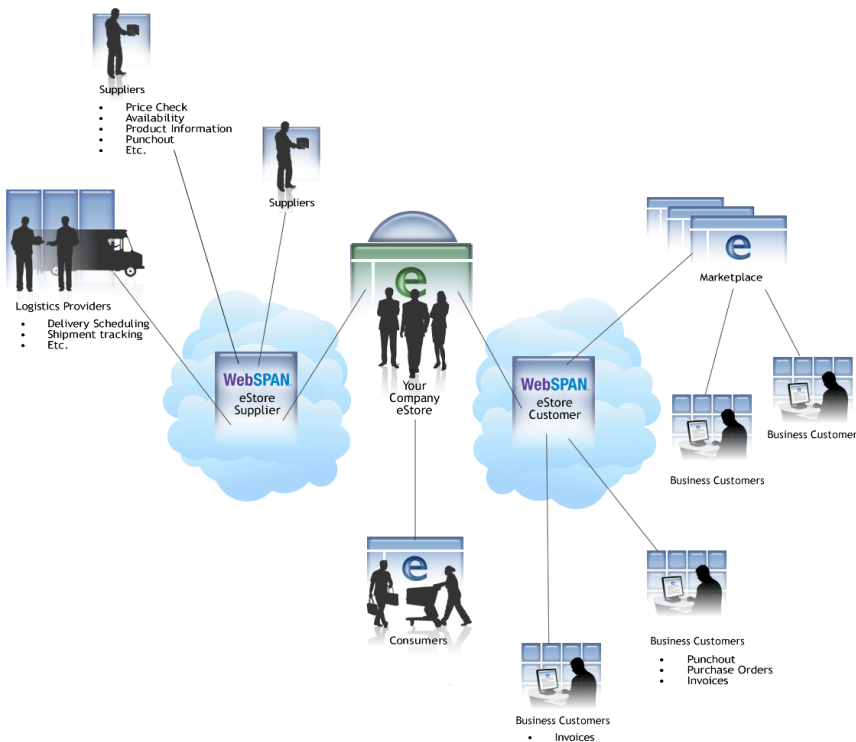
eCommerce has changed how purchases are made, because of the convenience and ease of use it provides. Over the Web, customers can quickly and easily research the products available that meet their needs and make a purchase decision. During this process, they can compare product features and prices, configure products specifically to their requirements, and find out if the product is in stock. Once purchased, they can track the shipment or receive status emails.

eCommerce sites, also known as eStores, are used for selling to consumers and to other businesses. Another form of eCommerce is the Marketplace, which are like multiple eStores in one. Typically, marketplaces add a further industry focus to the product selection and additional services to facilitate the overall procurement process, reducing costs for both the buyers and the suppliers.

While the user interface of the eStore is often deemed the most important element of eCommerce, when it comes to b2b eCommerce, integration between the eStore and the applications of the buyers and the suppliers is just as vital to the success of the operation and often essential for a complete and seamless shopping experience.

Successful integration of an eStore operation usually includes tight coupling with a buyer's procurement system via punchout to fit into the buyer's purchasing model. Also important is integration with the suppliers' catalogs, inventory management systems and order tracking systems in order to provide a seamless interface.

WebSpan iCommerce facilitates the business-to-business connections on both the customer and the supplier side of the eStore. It works across multiple standards, protocols and applications. As a powerful cloud-based integration platform delivered as a managed service, WebSpan handles the integration for you, so you can manage the store.



WebSpan optimizes and streamlines the eCommerce and procurement processes for your company, suppliers and customers



WebSpan iCommerce Packaged Integration Processes

WebSpan iCommerce packaged processes equip eStores with the integration capabilities required to meet the demands of the most sophisticated customer and to link suppliers and service providers for a seamless shopping experience.

- **eStore Customer:** Many of your customers use eProcurement systems to provide their employees with self service purchasing and requisition creation while maintaining centralized control. The eStore Customer process integrates your eStore with your customer's eProcurement system, supporting the many varieties of punchout protocols used.
- **eStore Supplier:** When purchasing via an eStore, customers want accurate information regarding inventory availability, expected ship time, order status, and other data. When this information is maintained by the suppliers behind the eStore, real-time queries must be made to their applications. eStore Supplier mediates between the messaging models and formats of your system and the those of your supplier community.
- **Marketplace:** A marketplace is an extensive eStore environment that typically provides a vast array of products and services for a certain industry. Marketplaces require extensive business-to-business transactions and integration between customers, the marketplace and the suppliers. This package is tailored to the specific business model and integration needs of a marketplace operation, such as synchronizing with your customers' procurements systems or your suppliers' catalogs.

An Integrated eStore Improves the Shopping Experience and Your Revenues

Integrating your eStore with customers and suppliers provides a competitive advantage, cost reduction and easy scalability for room to grow. It also makes the shopping experience faster and more accurate for your buyers, which can have a positive impact on your top and bottom line.

Seamless Integration Provides Interoperability across Supplier and Customer Systems

Integrating your eStore with your customers and suppliers requires a solution that supports a vast array of messaging models, transaction standards, protocols, technologies and skills. WebSpan mediates across these disparate systems to ensure you meet your business objectives and work seamlessly with the diversity of technologies, skills and priorities in your integration community.

WebSpan enables interoperability across business communities and heterogeneous environments:

Sample Transactions Supported:	Protocols Supported:	Messaging Formats Supported:
<ul style="list-style-type: none"> • Punchout • Purchase Orders, PO Response, invoices, ASNs, etc. • Price check • Product Availability • Delivery Scheduling • Catalog Synchronization • Real-time Queries 	<ul style="list-style-type: none"> • HTTP/S • FTP/S • SFTP • SMTP • AS2 • RNIF • EDI VAN • REST • SOAP 	<ul style="list-style-type: none"> • Punchout (cXML, Oracle XML, OCI, TapOut, etc.) • 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)

- **Meets Customer Demand:** Business customers use procurement systems to streamline and control their requisition processes. By integrating with those systems, you are meeting customer needs and ensuring that the shopping experience with you is easier and more cost-effective versus the competition.
- **Reduces Transaction Costs and Errors:** WebSpan replaces manual processes that can be error prone and expensive to ensure affordable and accurate transactions with your customer and suppliers.
- **Accelerates Business Processes:** WebSpan automates critical business processes to enable real-time information exchange with your suppliers, such as inventory availability, and with your customers, which allows them to make an immediate decision and an easier purchase.
- **Enables Easy Scalability:** If you sell third-party products on your eStore, rapid expansion can sometimes mean compromising the quality of information. Using WebSpan substantially reduces the cost and time it takes to integrate new suppliers, so you can grow your store based on customer need and your business goals.

WebSpan's iCommerce is ideal for companies that:

- Have a customer facing eCommerce site, such as an eStore, reservation system or product configurator and need to integrate with their customer's eProcurement system
- Are eRetailers who don't carry inventory and require integration to vendors, so business customers can schedule deliveries, check product availability, obtain order status and other transactions
- Use 3PL firms to handle logistics and need back-end integration so customers can track shipment status
- Provide a Marketplace and need to support complex integrations with customers and suppliers to enable a seamless shopping experience and advanced procurement functionality

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.