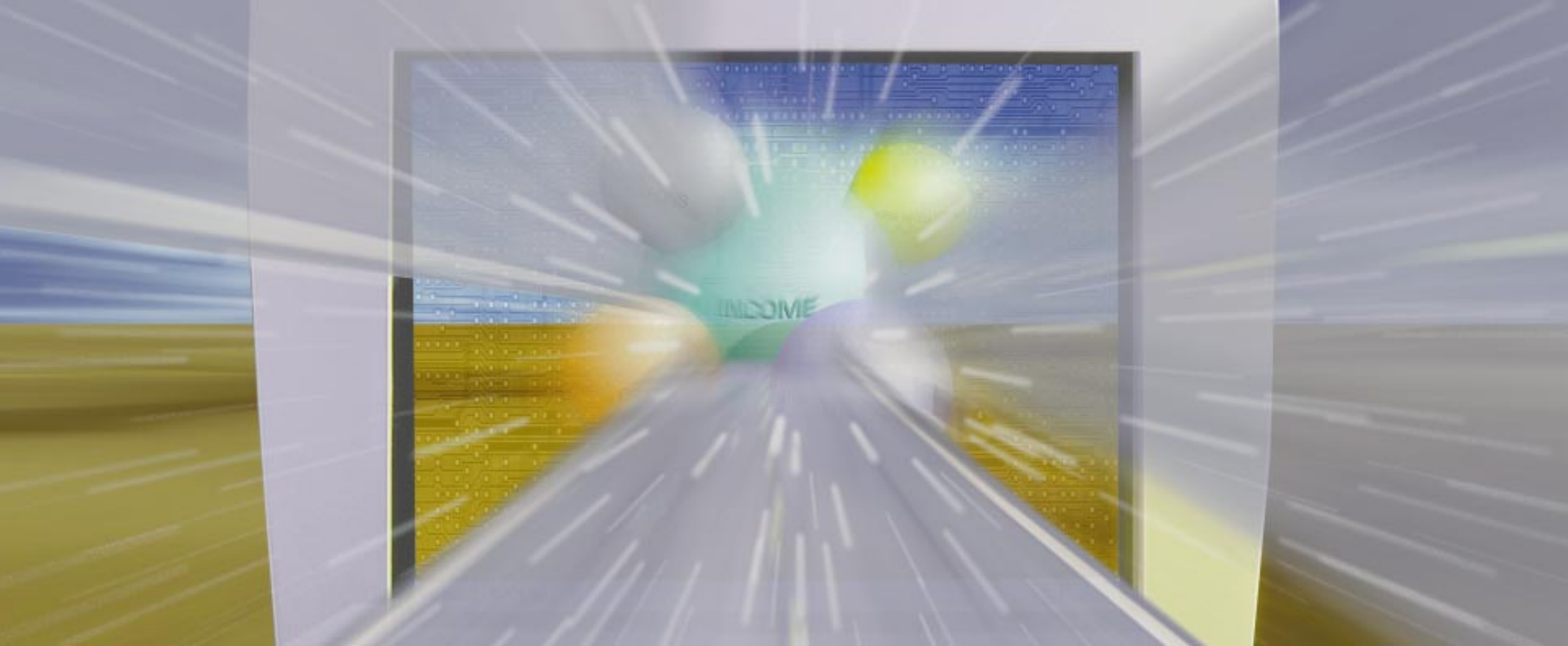


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Business Process-Oriented
eCommerce Solutions

PROMATIS
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*PROMATIS
eBusiness*

Being Successful Within the Information Society of the New Millennium

The expansion of the Internet and the merging of communication media are apparent indicators of a fast developing information society. So far, however, companies have reluctantly adjusted to the new market conditions of such a modern information society. The emerging variety of sales channels promotes an "emancipation" of buyers who increasingly prefer self-service channels. This results in open and global markets, where not only established providers are successful, but also where new flexible and dynamic competitors conquer more and more market segments.

Of course, most of the companies today have already set up their individual online-presence, which is merely used as an additional advertising instrument. Other companies go even further and enable customers to order products via the Internet. The systems they use to make those orders possible are, however, mostly isolated shop systems whose operation is both very costly and proves to be of little advantage. The lack of integration with business processes, especially with other sales channels (direct sales, indirect sales, call center etc.) is one of the cost drivers. It also prevents customer services from being optimized across the entire cycle of the customer relationship, again causing any competitive edge to be diminished. In the modern information age the model of a successful enterprise must therefore be characterized by an advanced electronic business management, which includes the entire supply chain, from suppliers to business partners to customers.

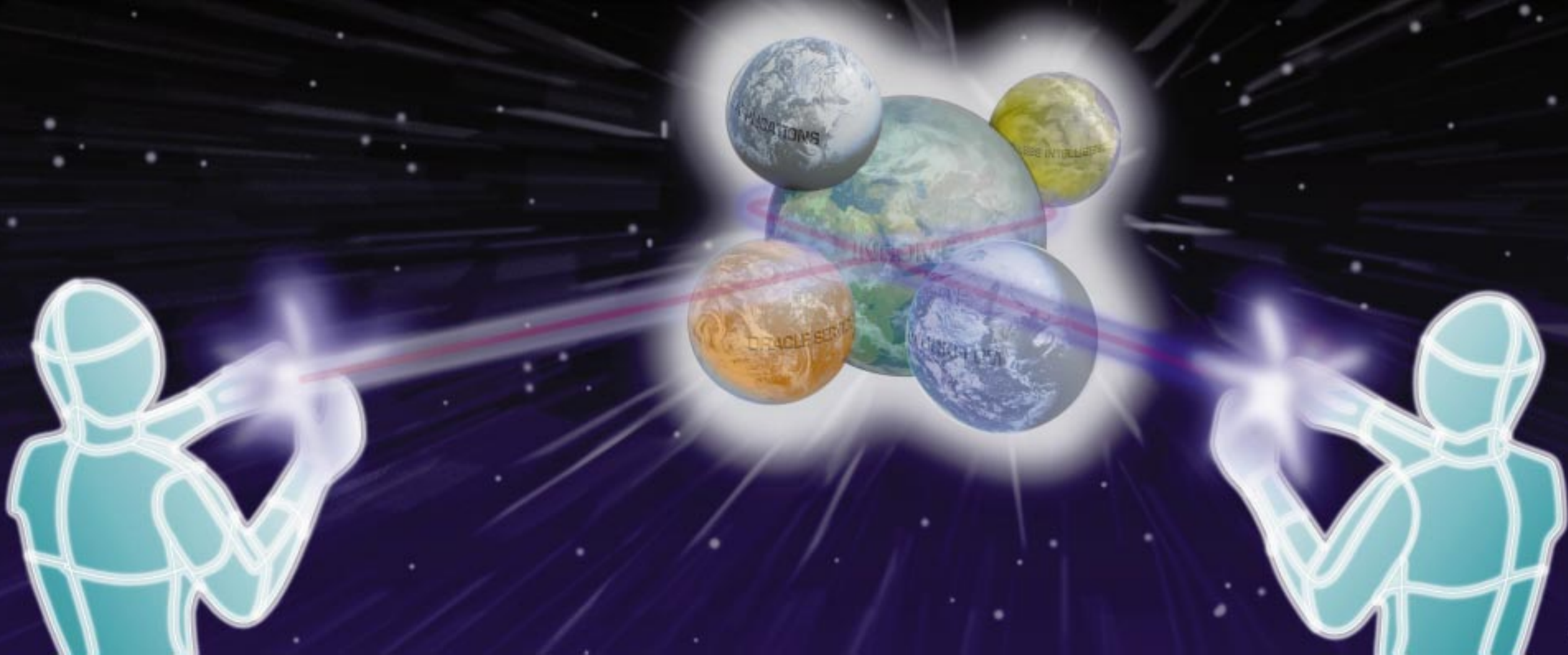
*PROMATIS
eBusiness*

Comprehensive Solutions With a Guaranteed Future

For many years PROMATIS has been offering the components for a reliable electronic business management. PROMATIS eBusiness solutions are based on efficient business processes comprising the internal processing on the Intranet and the involvement of business partners on the Extranet, as well as self-service methods for customers and suppliers in the Internet. An integrated eBusiness solution requires the linking of strategic processes for Customer Relationship Management or Procurement Management with all internal business processes. By realizing intercompany processes and by offering self-service methods, multiple data inputs can be eliminated from the start. This leads to reductions in cost and most of all to a dynamic competitiveness.

PROMATIS eBusiness solutions are characterized by their innovative Internet architecture based on Oracle server products. Java as one of today's key technological innovations, is extensively used both on the client level and on the application and database server. This provides a homogeneous, high-performance and reliable platform, which is open for ongoing business process improvements and adjustments to new demands on the market.

As an essential part of its eBusiness solutions PROMATIS offers customized services for the entire life cycle of the solution: design and improvement of business processes, consulting on web design and content management, development, introduction and operation of the solution as well as the complete change management.



PROMATIS eBusiness

Starting Off With eCommerce

How can an eBusiness strategy be realized within an enterprise? Of course, this strategy can only be successful, if eBusiness is a fundamental part of the entire strategy of the enterprise. That way company structures can perfectly be adapted to changing market conditions. Furthermore, they may be used to gain competition advantages. It is, however, advisable to work on those areas first where a rapid return on investment is expected - comparable to some kind of quick win strategy. In most of the enterprises that applies to the area of Customer Relationship Management. For this reason electronic commerce provides a starting-point for the implementation of comprehensive business strategies. Critical to success, however, is a highly scalable solution, which allows future business models to be included and end-to-end business strategies to be subsequently implemented.

PROMATIS eCommerce therefore distinguishes between different levels during the implementation, for each of which high-performance products and services are offered:

- Set-up of Internet portals
- Internet marketing
- Implementation of an electronic store
- Electronic payment transactions
- Customer care and service

INCOME eStore

With INCOME Business Components, PROMATIS offers a complete family of software components for the handling of business processes. Each component is based on leading packaged software and can easily be customized according to customer requirements, as well as integrated into comprehensive solutions.

With the development of the Business Component INCOME eStore, which can be used to set up best-in-class Internet stores, PROMATIS approaches the eCommerce marketplace. It is based on INTERSHOP products, which can image nearly any business model in the Internet, Extranet and Intranet. INCOME eStore features:

- Complete storefront functionality: Product search, display of hot deals and similar items, creation and management of shopping baskets, execution of orders
- Large number of templates for the layout of a storefront
- Easy to use product catalog and inventory management
- Flexible customer and order management
- Multilingual support and localizations
- Flexible attributes of all store objects
- PERL and JAVA API's for functional enhancements
- Cartridges to integrate other systems, such as extended web search, electronic payment systems, ERP solutions (Oracle Applications, SAP R/3 etc.)
- Complete web-based administration and service

Workflow-Based Enterprise Application Integration

In most customer projects, the set-up of an Internet portal with store functionality is the essential part of an eCommerce solution. However, substantial benefits can only be gained by integrating electronic commerce with the operational applications of the enterprise. Only under this condition is it possible, with regard to the area of Customer Relationship Management, for current information to be available in the Internet, in the area of direct and indirect sales and in the call center. Up-to-date information is the only way to quickly respond to market demands.

With the INCOME Base Component for Application Integration PROMATIS supports the integration of an electronic store with company-wide or company-to-company business processes. By using proven workflow technologies, it is possible for the customer to realize an individual customer and order management for all sales channels, as well as an individual distribution system. The INCOME Base Component is suited most of all for the integration of Oracle-based applications. A preconfigured solution is available to integrate INTERSHOP with the packaged business software Oracle Applications.

PROMATIS eCommerce

Business Processes: The Central Issue of Electronic Commerce

A particular difficulty concerning the design and operation of an eCommerce solution arises from involving customers and partners in the business processes of an enterprise. Those external process partners actually do not bring along knowledge about business processes, thereby leading workflow technology helps to assist them with their actions. However, a strong customer-orientation also requires flexible and fast ways in order to adapt business processes to changing market demands.

PROMATIS eCommerce solutions are therefore consequently based on a comprehensive business process management. By using the INCOME Process Designer, business processes can be designed as transparent graphic models and can be evaluated and optimized by means of analysis. With regard to eCommerce, simulations, which allow solution tests under load conditions prior to real operations, are particularly interesting. The business process models provide an easy understandable knowledge base for an end-to-end eCommerce solution. This knowledge base can be simply distributed to an authorized user group on the Intranet or Internet by using the INCOME Knowledge Browser.

INCOME Knowledge Bases

Especially concerning their storefront, PROMATIS eCommerce solutions are characterized by their individuality. That way competitive advantages may be gained. In any event, the solutions share a common basic pattern, which can be used to save time and costs during an implementation process. Individual storefronts and common basic solution patterns in combination with practical operational experience, lead to best-practices-models, which are available as INCOME Knowledge Bases and which are then offered on the marketplace.

PROMATIS offers a variety of knowledge bases, e.g. for business processes in the areas of Customer Relationship Management, Finance and Accounting, Distribution and Manufacturing, all of which can easily be combined within an eBusiness solution. The INCOME Knowledge Base eCommerce describes all relevant processes concerning the eCommerce solution.

Business Process Monitoring

How can business process management help to keep up with the highly dynamic markets of the information age? How is it possible to immediately realize inefficient processes and optimization potential and at the same time to carry out necessary improvements? The INCOME Monitor helps to permanently monitor business processes and to selectively identify any weak points and optimization potential.

For this, key performance indicators with minimum and maximum values, which are continuously monitored, as well as tolerances are defined in the INCOME Monitor. In the event that these predefined values are exceeded or not attained during the operation of the store, the persons in charge of the process will be informed automatically and individually and immediate measures can be taken. In addition to business performance indicators from all business processes, the INCOME Monitor particularly uses parameters on customer behavior. That way, market trends, e.g. winner and loser products or regions, can be identified and immediately be turned into competitive advantages in more or less real-time.

Business Intelligence

An essential factor towards success in sales is an in-depth knowledge of customer demands combined with a solution-oriented product presentation. This is one of the main challenges concerning eCommerce, because "self-service" prevails on the Internet portal of an enterprise and no experienced sales person is able to intervene with explanations or convincing arguments, when the offer is not in compliance with customer demands. On the other hand, the electronic marketplace allows to record and subsequently evaluate customer behavior.

PROMATIS eCommerce therefore offers sophisticated business intelligence solutions. The data gained from the Internet portal is automatically transformed and loaded into an eCommerce data mart. Depending on the quantity and structure of data, this data mart is based on relational or multidimensional database technology. A variety of online analyses is offered on the data mart, allowing simple and fast conclusions on market activities using drill-down and drill-up functions. Together with the INCOME Monitor, a powerful marketing instrument is created. This way product offers and sales actions can quickly and dynamically be optimized.



Our Services

PROMATIS employees are very profoundly skilled concerning business, technical and business process know-how. Therefore, they can comprehensively support customers in the implementation of eBusiness solutions. The services include planning, developing as well as operating the final solution:

- Design and optimization of business processes
- Web design and content management
- Implementation of packaged software
- Development and integration of systems
- Project Management
- Change Management
- Trainings and workshops
- Support during operation

Consulting partners with a strong industry focus and international business alliance partners complement the PROMATIS offer.

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