



COMERGENT **DISTRIBUTED
E-BUSINESS SYSTEM**

Manufacturers and their channel partners are gravitating from the linear interactions of the classic sales chain to a dynamic set of selling relationships. This is enabled by building *collaborative partner marketplaces* that coordinate the sale of complex products and solutions across multi-level sales and distribution channels while providing a cohesive online experience for end-customers.

The Comergent Distributed E-Business System™ helps enterprises better serve their customers through these value-added partner marketplaces. In a Comergent-enabled environment, manufacturers make product recommendations and provide product information to customers as part of a seamless, multi-party selling experience. Manufacturers maintain control of product data and participate in each transaction while allowing selling partners to leverage the manufacturers' brand equity to increase sales. The Comergent solution enables each channel partner to add value to the overall network, and allows enterprises to gain insight into partner activities and customer preferences.

KEY FEATURES

Distributed E-Business Applications

- **Comergent Partner Marketplace™**: Allows a company to build a marketplace for its channel partners and customers. Designed as an integrated environment for partners' commerce activities, the Comergent Partner Marketplace includes shopping cart creation, workflow, inter-company real-time price and availability requests and transfer, and related multi-party marketing and lead management activities.
- **Comergent Partner Knowledgebase™**: Provides a single repository for partner profile information across the enterprise, enabling companies to manage their partner relationships uniformly and allowing partners to update their own information remotely. Information captured within the Comergent Partner Knowledgebase includes the transaction and e-commerce activities of all partners. This information provides the basis for detailed analysis of partner activities, as well as insight into market and customer behavior and needs.
- **Comergent Marketing Manager™**: Delivers personalized content and messages to customers based on product interests and personal attributes. The Comergent Marketing Manager captures the results of promotions and discounts to help channel managers continually optimize the channel sales process. This enables both the manufacturer and its channel partners to up-sell and cross-sell more effectively.

Highlights

The Comergent Distributed E-Business System is a comprehensive suite of sell-side e-business applications that allows organizations to build collaborative partner marketplaces where they can sell products and services via their channel partners. These applications are built on a common platform, the Comergent Distributed Commerce Manager™, an open, scalable, internet application architecture that integrates with a company's existing e-commerce and ERP systems to provide a complete channel commerce solution.

Comergent designed and built its software for the Internet using well-established internet standards. The software is written in Java and uses XML-based structured documents for data representation, transformation, messaging, and easy integration into existing systems. Comergent is platform-independent and runs on UNIX and Windows NT environments.





Comergent Distributed E-Business System

The Comergent Distributed E-Business System enables manufacturers' channel partners to participate in their e-commerce activities. This software solution enables enterprises to leverage their existing network of partners to provide value-add to customers while reaping the benefits the Internet and e-commerce offers.

- **Comergent Commerce Catalog™**: Uses customer requirements and logic rules to lead customers to sets of products or solutions in a dynamic selling process. The Comergent Commerce Catalog enables companies to make product recommendations and provide product information to customers as part of a seamless, multi-party selling experience.
- **Comergent Commerce Configurator™**: Ensures error-free ordering of complex products in the most demanding of transaction-processing environments. Within the Comergent-enabled environment, the Comergent Commerce Configurator distributes product configuration capabilities among channel partners and customers, providing valuable capabilities to the entire partner network.
- **Comergent Marketplace Analyzer™**: Provides insight into e-business activities such as customer activity and buying patterns across the partner network. The Comergent Marketplace Analyzer allows managers to analyze e-commerce activities, gain new insights into business practices, and establish new marketing programs and pricing promotions.

Distributed E-Business Platform

- **Comergent Distributed Commerce Manager™**: Enables business events to be distributed across a partner network. As the foundation for the Comergent Distributed E-Business System, the Comergent Distributed Commerce Manager comprises messaging, data services, authentication, personalization, business logic for multi-party transactions, as well as system administration.
- **Comergent Messaging Adapters™**: Simplifies system integration issues based on accepted XML industry standards, such as RosettaNet, Biztalk, OAG, and many emerging Internet messaging standards.
- **Comergent Enterprise Application Adapters™**: Provides integration with existing e-commerce and ERP systems at both the manufacturer and partner sites, facilitating a seamless flow of business functions with existing enterprise applications.
- **Comergent EAI-B2Bi Adapters™**: Utilizes already existing investments in third party EAI and B2B integration tools to enable connectivity to systems both within and across the enterprise.
- **Comergent Net Marketplace Adapters™**: Enables companies to include net marketplaces within their collaborative partner marketplaces, empowering net marketplaces to participate in the commerce process of manufacturers' select products. Allows companies to retain control of the selling process while enabling specific products to be sold and/or fulfilled through a net marketplace.

System Requirements

The Comergent Distributed E-Business System™ is currently available for the following platforms:

- Windows NT 4.0 running on Intel processors.
- Sun SPARC-Solaris 2.6 or later.
- HP-UX 11.0 or later.
- Java Virtual Machine version 1.1.6 or later.

Supported databases: SQL Server 6.5 or later and Oracle 7.3 or later.

Supported browsers: Any PC, Macintosh, or UNIX workstation running a JavaScript-compatible browser.



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