

eStore Advantage

An Internet Application Integration Framework



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ABSTRACT	3
INTRODUCTION	4
ESTORE ADVANTAGE FOR MICROSOFT® BUSINESS SOLUTIONS - GREAT PLAINS ..	5
TECHNOLOGY OVERVIEW	7
PRODUCT FEATURES	9
Electronic Payments.....	9
Order Processing	9
eConnect Integration	9
CONCLUSION	10
APPENDIX A: SYSTEM REQUIREMENTS.....	11
APPENDIX B: PROFESSIONAL SERVICES	12

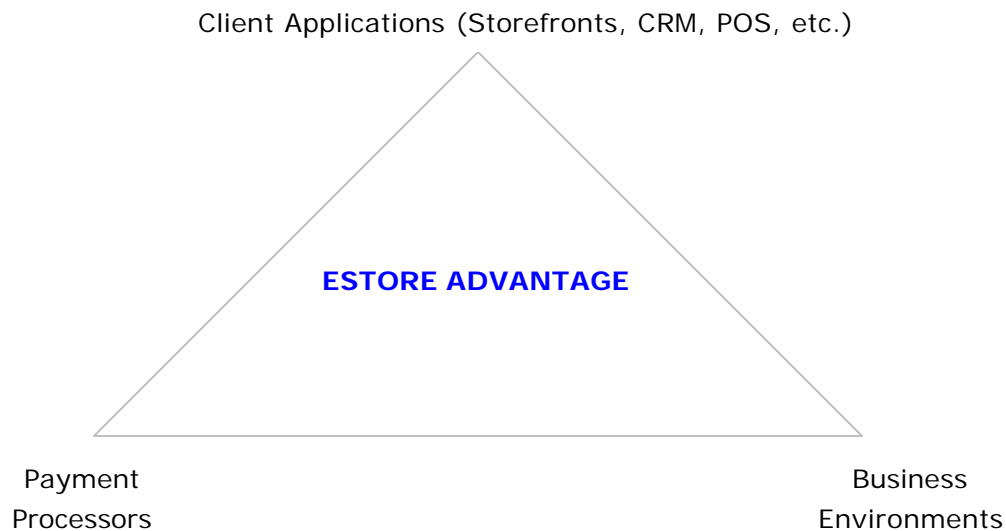
Abstract

The sudden boom in electronic commerce has forced enterprises and solution providers to create tighter integrations between business applications that can quickly and comprehensively adapt to changing business needs. Overcome by increasing pressure to reduce expenditure, increase profit, and improve performance and reliability, business solution providers are expanding development of their integration tools to standardized interfaces that create a versatile framework and help customers slash integration costs.

What follows is a discussion of the technology, architecture, and feasibility of ESTORE ADVANTAGE. This Internet application integration framework for building flexible ecommerce applications is helping Microsoft® Business Solutions - Great Plains (GPS) customers to submit and process web orders quickly and easily to their associated back office GPS systems.

Introduction

At the core level ESTORE ADVANTAGE is an Internet Application Integration (IAI) framework that links front office web applications to back office business environments. Its three-point integration support for storefronts, payment processors, and business environments makes it highly feasible for businesses that require a superior level of flexibility.



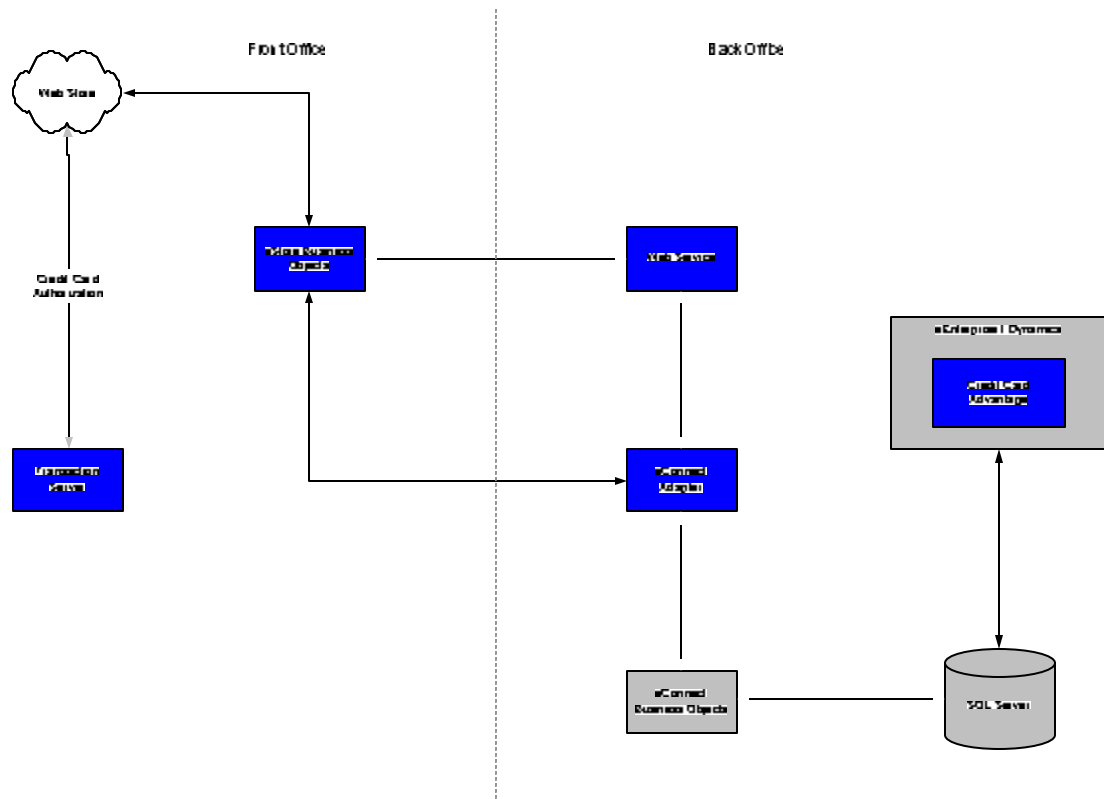
ESTORE ADVANTAGE is a complete ecommerce solution with built-in support for managing electronic payments. It is designed to integrate with multiple payment gateways and processors through payment gateway connectors. Specific payment gateway connectors enable ESTORE ADVANTAGE to process electronic payments using multiple processors, while specific business adapters allow it to integrate with different back-office environments. In addition, the ESTORE ADVANTAGE object library isolates client applications from underlying details. This facilitates accessibility to payment and order processing features.

eStore Advantage for Microsoft® Business Solutions - Great Plains

ESTORE ADVANTAGE for Microsoft Business Solutions - Great Plains allows companies to process and submit web orders quickly and easily. Seamless integration with the associated back office GPS system eliminates the need for redundant data entry by ensuring that payment and sales order data is posted in real-time.

Utilizing Microsoft Business Solution's eConnect API (Application Programming Interface) to interact with Microsoft Business Solutions - Great Plains, the solutions provides a scalable architecture that can be configured to use variety of communication interfaces including COM, MSMQ, BizTalk, and SOAP/XML.

eStore Advantage for Great Plains



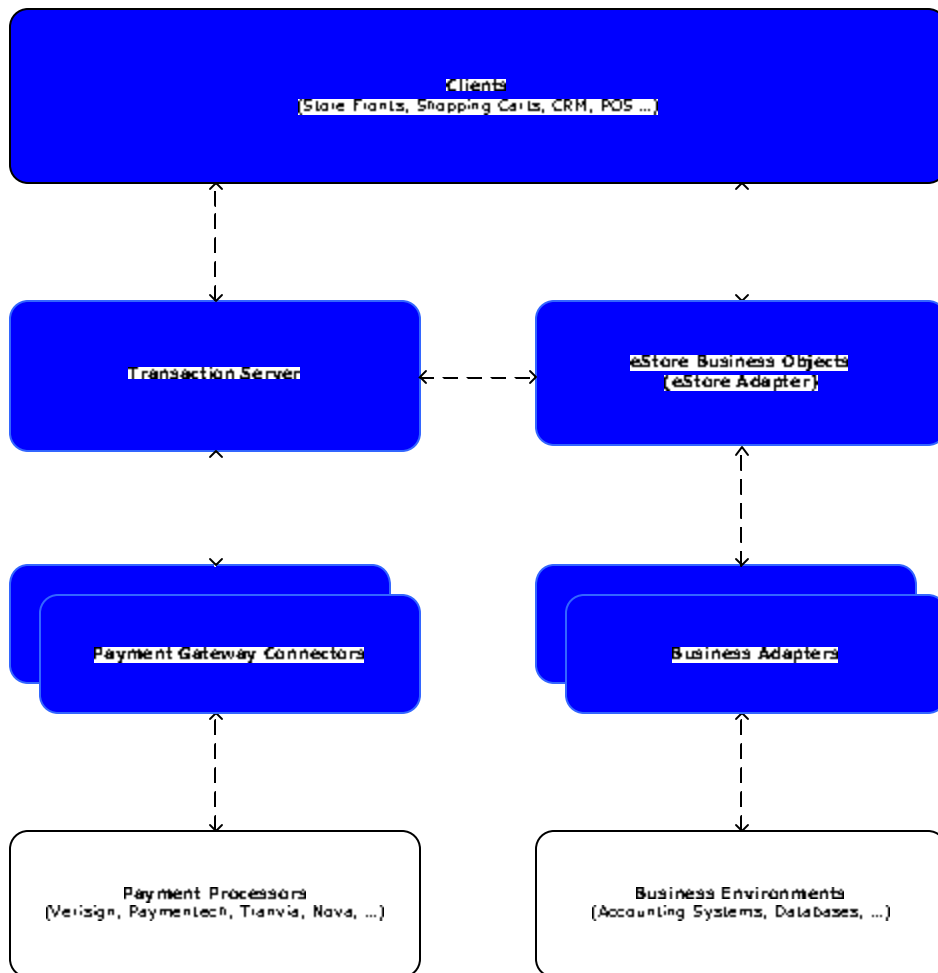
And through its tight integration with Nodus Technologies' Credit Card Advantage, ESTORE ADVANTAGE gives customers the full benefits of an end-to-

end solution that facilitates the processing of web orders for credits, returns, shipping, and fulfillment, all from within the Microsoft Business Solutions Great Plains environment.

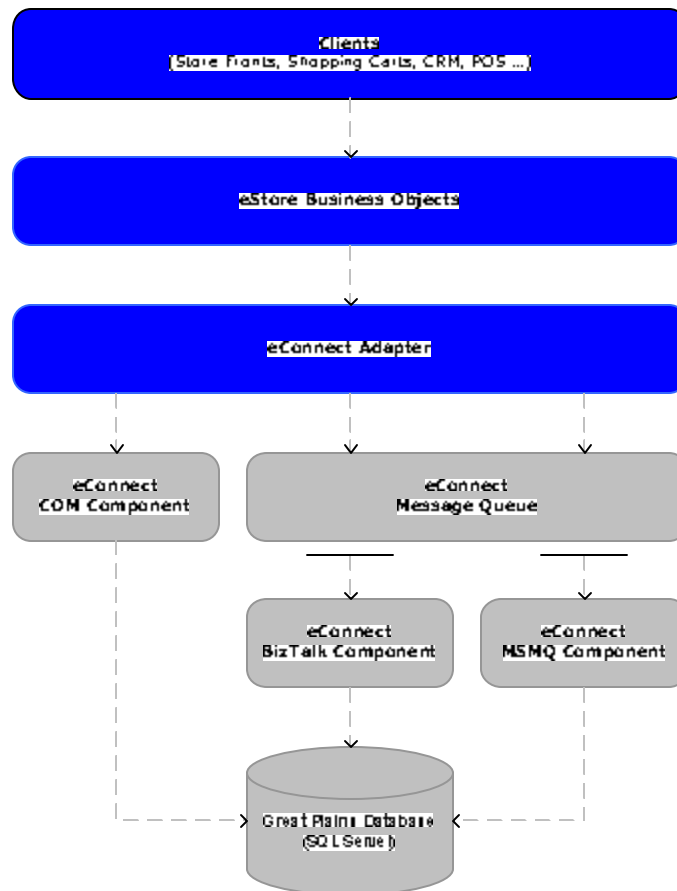
Technology Overview

The ESTORE ADVANTAGE IAI Framework is composed of two main object libraries: Transaction Server Objects, and ESTORE Business Objects. Transaction Server Objects allow clients to process electronic payments, whereas ESTORE Business Objects allow them to submit orders to the back office. In addition, ESTORE Business Objects also provide support for querying the back office for inventory, sales order, and customer information. Both of the libraries were developed using COM technology and can be readily integrated into any server-side scripting or client application.

eStore Advantage IAI Framework



Back office integration with Microsoft Business Solutions - Great Plains is achieved using the versatile eConnect API, which offers fast and accurate accessibility to an extensive set of back-office document transactions. This integration gives the system the flexibility to accept numerous data interfaces while handling multiple transactional access points to the accounting system. eConnect also provides the ability to leverage the transaction-based business logic in Microsoft Business Solutions – Great Plains. This gives developers the capability to extend that business logic without rewriting existing functionality.



Using ESTORE ADVANTAGE clients can focus on custom application development for the front office, allowing eStore Objects to provide the necessary support for accessing the back-office (GPS) environment for data submission and retrieval.

Product Features

Electronic Payments

In accepting payments, the system offers the following functionality:

- Multiple payment origination points. This feature allows businesses to originate electronic payments from any storefront, POS, B2B portal, call center, ERP, or CRM solution.
- Support for major payment gateways including Verisign and Paymentech.
- Support for multiple payment types including credit cards, electronic checks, and ACH.
- Support for HTML auto-generation to streamline creation of transaction entry and response web pages.

Order Processing

ESTORE ADVANTAGE uses the eConnect API to provide most of the order processing features. It can also be configured to support all of the Microsoft Business Solutions - Great Plains modules available through eConnect. Currently eStore Business Objects include the following functionality:

- Customer creation and modification
- Inventory Item creation and modification
- Sales Order creation (Returns, Orders, Back Orders, Quotes, Invoices)
 - Line Items insertion
 - Payment Lines insertion
- Cash Receipt creation
- Back Office information queries
 - Request Customer Data
 - Request Inventory Item Data
 - Request Sales Order Data

eConnect Integration

By default the system uses the COM interface to directly access eConnect API. However, it can be configured to use BizTalk or MSMQ (Microsoft Message Queue) for additional transactional and orchestration support.

Conclusion

ESTORE ADVANTAGE for Microsoft® Business Solutions - Great Plains comes pre-packaged with Credit Card Advantage and Microsoft Business Solution's eConnect API, providing a complete solution that's both practical and cost effective. Designed for easy maintenance and durability, ESTORE ADVANTAGE significantly decreases implementation time from months to days.

The ROI for this solution is increased by improvements it offers to the ROI for existing technology investments. This is achieved by seamlessly integrating existing storefronts, web solutions, and custom applications, and by providing developers a powerful infrastructure for their electronic commerce applications.

Appendix A: System Requirements

Microsoft Windows XP Professional or Windows 2000 Server

Familiarity with setting up and administering either Windows XP or Windows 2000 Server, including applying security to Windows directories and files is required.

Microsoft Internet Information Services 5.0 (IIS)

Internet Information Services publishes eCommerce web pages to the Internet. Both the front- and back-office servers require that IIS is installed and configured. Knowledge of installing, administering, and setting up security is required. IIS is included with Windows 2000 and XP.

Microsoft .NET Framework

Microsoft .NET Framework is needed for the web service hosted on the back office. It enables document exchange between front office and back office servers.

Microsoft SQL Server 2000 or SQL Server 7.0

SQL Server is a scalable relational database management system for Windows-based systems. SQL Server 2000 is required if requesting data from the back office.

Microsoft Data Access Components 2.7 (MDAC)

Components are needed to provide the instructions to communicate with the database. These components include ActiveX Data Objects (ADO), OLE DB, and Open Database Connectivity (ODBC).

Microsoft Business Solutions–Great Plains 7.0

Microsoft Business Solutions–Great Plains is the financial management system used in the back office. ESTORE ADVANTAGE integrates with Microsoft Business Solutions – Great Plains through eConnect API. Installation and setup of the back-office system should already completed by the administrator

Appendix B: Professional Services

The ESTORE ADVANTAGE implementation and deployment requires familiarity with Transaction Server and eStore Business objects, as well as knowledge of Microsoft Business Solutions - Great Plains and eConnect API. For these reasons we recommend that companies avail themselves of the consulting services offered by Nodus Technologies to implement and deploy the solution. Nominal fees will apply.

For more information about the consulting and professional services offered by Nodus Technologies, please contact us directly.

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