

## build a strong foundation for B2B eCommerce.

### B2B eCommerce challenges.

One of the biggest challenges facing companies today is how to provide up-to-date information to customers and suppliers when implementing a B2B eCommerce system. Typically, this information is maintained on enterprise systems and is available to in-house customer support representatives and purchasing managers, but not to trading partners using B2B eCommerce interfaces.

The largest return on investment from B2B eCommerce comes when information, such as order status, account status, customer-specific pricing, inventory availability, and purchase order status, is provided directly to trading partners. This information can be made available through many B2B mechanisms including a Web-enabled interface, electronic interchange of data through the use of eProcurement systems and eMarketplaces, or even through order files generated by trading partner purchasing systems and then sent to the host company's system.

A critical component for building a strong B2B eCommerce foundation, the B2B Integration Platform has strengthened trading partner relationships for a broad range of clients including Mother Parker's Tea and Coffee, and Tyco Adhesives. It is designed to drive organisations like these forward faster, and it will do the same for yours.

### SSA Global™ delivers real-time enterprise integration.

The B2B Integration Platform provides powerful, high-speed, transaction-based enterprise adapters that integrate with existing enterprise systems to deliver enterprise information in real time for B2B eCommerce purposes. This unique

platform is the foundation for a variety of B2B eCommerce solutions including:

- Collaborative Order Management
- Collaborative Invoice Management
- Collaborative Inventory Management
- Automated Fax/File Ordering
- Supplier Collaboration
- Wireless Sales

**Real-time integration** requires the ability to provide up-to-date enterprise information to trading partners instantly via a Web-enabled interface. The B2B Integration Platform does this through powerful enterprise adapters that deliver a high-speed connection to information related to buying, selling, and supply-chain processes from order through fulfilment that resides in enterprise systems.

Real-time  
integration  
enables fast return  
on your investment.



## tools and technologies

### B2B integration platform

**Leverage existing enterprise system business logic and data** with the B2B Integration Platform. For example, the platform allows enterprise information such as customer-specific pricing to be provided using pricing routines already available on the enterprise system. Other platforms that require duplication of this type of enterprise information are difficult to maintain. But the SSA platform eliminates this problem by leveraging existing business logic and data, without the need for duplication.

**Augment enterprise system business logic and data.** Some enterprise systems do not provide the information necessary for B2B eCommerce purposes. They lack the appropriate business logic and data. The B2B Integration Platform levels the playing field between various enterprise systems by augmenting the enterprise system functionality where it is missing. This means that powerful B2B eCommerce applications can be created even when the enterprise system may not have the requisite business logic and data.

**Achieve maximum flexibility and ease of use.** Both standard and custom enterprise integrations are enabled with the B2B Integration Platform. Connect seamlessly with SSA Global extended ERP solutions and other popular ERP and FMIS applications, as well as with custom and legacy enterprise systems.

**Supplier enablement** is yet another attribute of the B2B Integration Platform. It allows companies to connect transactionally to trading partners that use eProcurement systems or eMarketplaces as their primary B2B eCommerce mechanism. It provides the following capabilities:

- Purchase order acceptance
- Conversion of purchase orders to sales orders
- Handling of requests for order status information
- Handling of requests for real-time pricing and inventory availability
- Transmittal of invoices and advanced shipping notices

**Supplier integration** makes it possible for companies to connect to their suppliers by providing access to purchasing system information. A supplier integration solution leverages the B2B Integration Platform and can be deployed using a Supplier Collaboration solution or in an enterprise-to-enterprise manner by sending purchase orders directly to a supplier and accounts payable invoices back. In either case, the improved supply chain efficiencies that result provide a strong return on investment.

#### A solid technology platform.

Built using industry standards including Java™, HTTPS™, XML™, TCP/IP™, LDAP™, and SSL™, with a commitment to providing for emerging standards such as J2EE™ and JCA™, the SSA B2B Integration Platform is made up of four components:

- B2B Platform
- Order Management Integration Adapters
- Supplier Collaboration Integration Adapters
- Trading Partner Connectors

**The B2B Platform** handles integration to the Web server, security, transaction routing, and user management.

Supplier enablement. Connect your business transactions to trading partners.



**The Order Management Integration Adapters** are pre-built for a variety of ERP and FMIS systems, and provide real-time transactional access to enterprise order management system business logic and data. This includes synchronous transactions for order placement, order status inquiry, quote request, pricing and inventory availability, account status inquiry as well as asynchronous transactions for advanced shipping notice notification, and invoice notification.

**The Supplier Collaboration Integration Adapters** are pre-built for a variety of ERP and FMIS systems, and provide real-time transaction access to enterprise purchasing systems business logic and data. This includes synchronous transactions for purchase order inquiries, acknowledgements and updates, accounts payable invoices, visibility into current and future inventory requirements as well as asynchronous transactions for order/invoice notifications.

**The Trading Partner Connectors** handle connectivity to trading partners. These connectors can accept purchase order files in a number of formats including CSV and XML formats. As well as

- Trading Partner Connector for Ariba® CSN
- Trading Partner Connector for Commerce One®
- Trading Partner Connector for SAP®
- Trading Partner Connector for Order files

Connectors are also available to connect to trading partners in an enterprise-to-enterprise manner. These connectors can accept purchase order files in a number of formats, including CSV and custom XML formats.

the following pre-packaged connectors for linking with eMarketplaces and eProcurement systems:

#### Make it pay.

The B2B Integration Platform will be of particular benefit to organisations seeking a solid foundation on which to build a B2B eCommerce system. Given the ability to communicate directly with trading partners via the Web, organisations can expect to achieve the following return on investment:

- A base for connecting existing B2B eCommerce initiatives or starting a totally new initiative
- Integration of real-time enterprise information for B2B eCommerce buying, selling, and supply chain processes from order through fulfilment
- Connection to multiple trading partners using multiple exchange formats
- Protection of current IT investments
- Rapid time to value

When your enterprise won't wait for B2B eCommerce technology, move forward faster™ with the B2B Integration Platform.

Pro Initiative  
Suite 15, Level 3  
30 Atchison St  
St Leonards  
NSW 2065  
Australia

P +61 2-9460 9799  
F +61 2-9460 8577

**PRO INITIATIVE**

