



# ACTRA SELLERXPERT™

INTERNET COMMERCE APPLICATION FOR CORPORATE SELLING

A COMPREHENSIVE, FLEXIBLE AND HIGH-PERFORMANCE APPLICATION FOR EXPANDING CORPORATE SALES AND MARKETING CHANNELS TO THE INTERNET

Actra SellerXpert enables a rapid implementation through its powerful combination of personalized catalogs and order management, customer templates, Java site administration, system loading tools, sample data and default business rules.

Built-in customization and integration capabilities allow Actra SellerXpert to support all your trading partner requirements with one high-performance application architecture.

### FEATURES OVERVIEW

- ✓ Heighten brand awareness and product differentiation with interactive, award-winning catalog technology
- ✓ Personalize service for each trading partner
- ✓ Shape application behavior and appearance using intuitive tools
- ✓ Leverage existing investments in enterprise business applications
- ✓ Analyze purchasing patterns on demand using situation-based report objects
- ✓ Support mission critical operations with enterprise-level back office functionality

Goods and services traded between companies over the Internet will reach over \$100 billion by the year 2000. To remain competitive as electronic commerce purchases outpace growth in traditional ordering channels, manufacturers, distributors, and service providers are driven to implement Internet order-taking with full transaction processing capability.

As part of the Actra CommerceXpert™ family of Internet Commerce solutions, Actra SellerXpert delivers results quickly for a substantial return on investment. Its integrated catalog, ordering, payment, and structured messaging capabilities provide a complete application framework to satisfy current and future commerce needs. Providing a higher level of customer service, Actra SellerXpert increases revenue and lowers operating costs.

### INTELLIGENT ORDER MANAGEMENT

At the heart of Actra SellerXpert lies a customer-specific sales order processing engine. It understands individual buyer and seller relationships. Based on who is ordering, what is being bought, and contract terms and conditions, the system guides the customer through the buying experience.

### INTERACTIVE PRODUCT CATALOGS

Fully customizable storefronts and dynamic product displays allow you to take advantage of Internet merchandising capabilities. With a choice of search methods, your customers find the right product the first time using any product classification method.

### CONFIGURABLE BUSINESS LOGIC

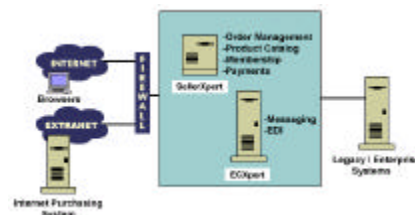
Business rules provide a simple way to tailor Actra SellerXpert functionality and keep pace with industry changes. You can influence the behavior of each screen, button and function by interactively changing preferences or integrating external procedures.

### FLEXIBLE PRESENTATION

Actra SellerXpert allows you to build a site that reflects your unique business personality while maintaining valuable brand image. Through the use of sample designs, you can get started quickly and continue to change your site to meet individual customer needs.

### HIGH-PERFORMANCE ARCHITECTURE

A secure, industrial strength framework underlies the Actra SellerXpert application. Its object-oriented, standards-based Internet architecture ensures that performance levels keep up with your business growth and peak usage.



*Internet and Extranet Solution for Self-service Customer Ordering that Fits Your Application Environment*

## ORDER MANAGEMENT

- Browser-based Sales Order creation from catalog or order form
- Contract pricing with discounts, allowances, charges and promotions
- Sales tax calculations based on product and shipping information
- Shipping point and carrier selection for freight calculations
- Product availability for inventory management
- Automatic order status updates
- Repeat orders and multiple orders in progress

## PRODUCT CATALOGS

- Rapid product identification using keyword search, hierarchical browsing and parametric search
- Data loading and maintenance using electronic data interchange (EDI), text, spreadsheets, proprietary formats or manual data entry
- Online graphical authoring for product classification and catalog design
- Personalized views with customer-specific pricing and terms
- Multimedia support for text, graphics, audio, video and attached specifications

## MEMBERSHIP AND PROFILE MANAGEMENT

- Supports thousands of simultaneous users
- Customer-managed delegation of user privileges
- Secure name and password sign-on
- Digital certificates for optional authentication using X.509 self-issue or third party certificates

## PAYMENT SERVICES

- Invoice, cash and credit payment methods
- Authorization, capture and validation of credit and purchasing card transactions
- Secure credit transactions using SSL encryption
- Support for multiple merchants and payment processors
- User-defined, batch capture processing schedule
- Automatic daily summary report

## BUSINESS RULES

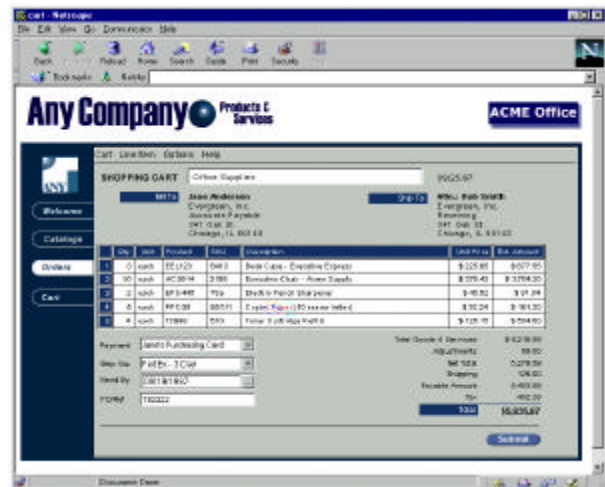
- Over 200 pre-configured business parameters
- Separation of system behavior and application data
- Run-time evaluation and conflict resolution
- Pre-loaded domain tables
- Menu and tree-driven Java administration interface

## REPORTING SYSTEM

- Browser-based report viewing and printing
- Embedded graphs, charts, cross-tabs and hyperlinks
- Access control on pre-formatted, option-driven reports
- Graphical report creation and customization tool
- Object oriented report building to reuse components
- Scheduling, versioning and batch processing
- Demand paging and multi-threaded viewing

## INTEGRATION WITH ACTRA ECXPERT™

- Data transmission over public and private networks
- Supports ANSI ASC X12, EDIFACT, UCS and many other public and user-defined standards
- Graphical tool for any-to-any mapping and translation
- Legacy communications with batch scheduling to interface with mainframe, UNIX or NT
- Document storage, tracking services and task management
- Support for Simple Mail Transfer Protocol (SMTP) and Secure Multi-purpose Internet Mail Extensions (S/MIME)



*Actra SellerXpert's HTML and Java templates simplify implementation and customization.*

## SECURITY

- Secure Sockets Layer (SSL) for point-to-point data communications
- RSA password and credit card encryption
- X.509 digital certificates
- Application server separate from HTTPD server

## ACTRA COMMERCEXPRT ARCHITECTURE

- Java and HTML interface
- Support for Netscape ONE (Open Network Environment)
- Object oriented using CORBA and Internet Inter-ORB Protocol (IIOP) as the platform-independent object messaging protocol
- Multi-threaded using Netscape Application Program Interface (NSAPI) for concurrent processing
- Distributed, modular components within an extensible architecture
- Central definition of data attributes and graphical user interface (GUI) fields
- Standard and consistent data element storage, data-driven application flow and JavaScript use
- Database independence
- Runtime monitoring, audit and logging, backup and archiving capabilities
- Staging environment to test major functions and incrementally migrate changes to production

## INTEROPERABILITY

- Open Buying on the Internet™ (OBI) v1.0 compliance
- Open, published C++ APIs
- Actra BuyerXpert™ complementary solution for buyer-managed Internet requisitioning and workflow

## SUPPORTED PLATFORMS & SYSTEM REQUIREMENTS

Operating System: Sun Solaris 2.51  
Memory: 256 MB recommended  
Disk Space: 3 GB recommended

## HOW TO REACH US

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