Business Gateway

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GE
Information Services

Madrid 2nd June 1998

Business Gateway Workshop

Day 1 : - Enrico Campagna

- **Bus. Gatew. Overview**
- **Pricing**
- **Sales Process**
- **Workshop**
- **European Case Studies**
- **Competition**

Day 2 & 3 : - Richard Sargeant

- **ECXpert**
  Technical Training

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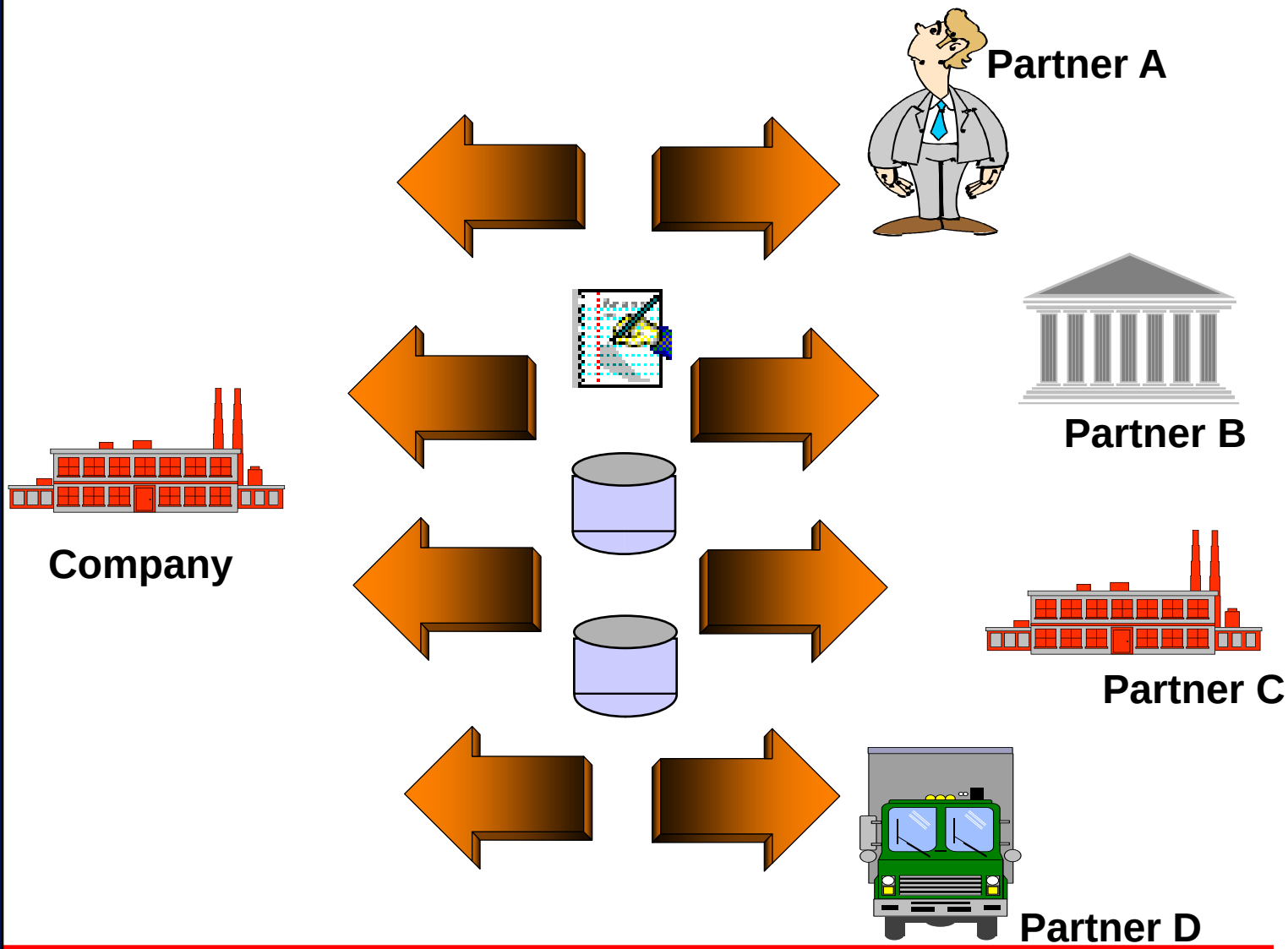
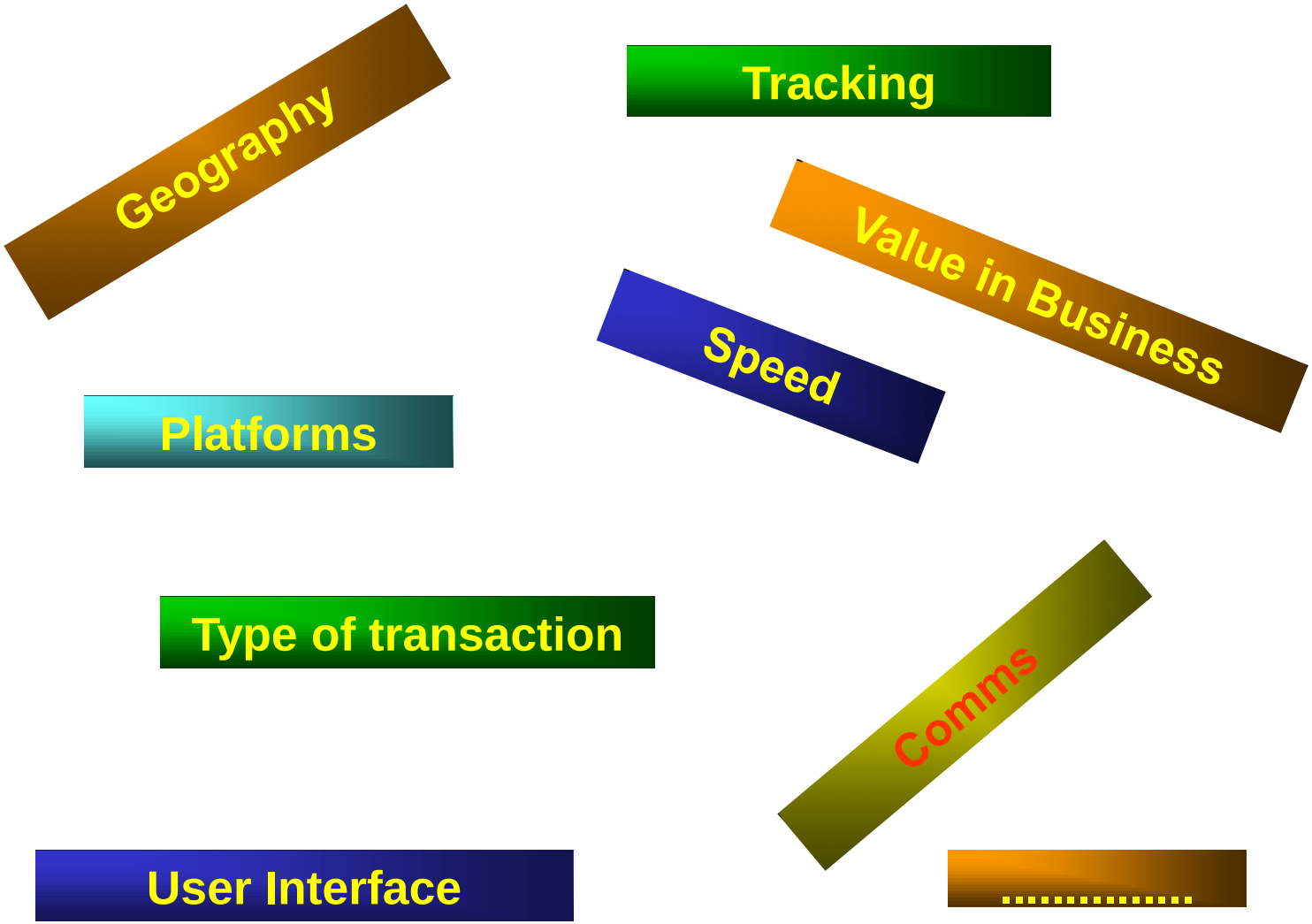
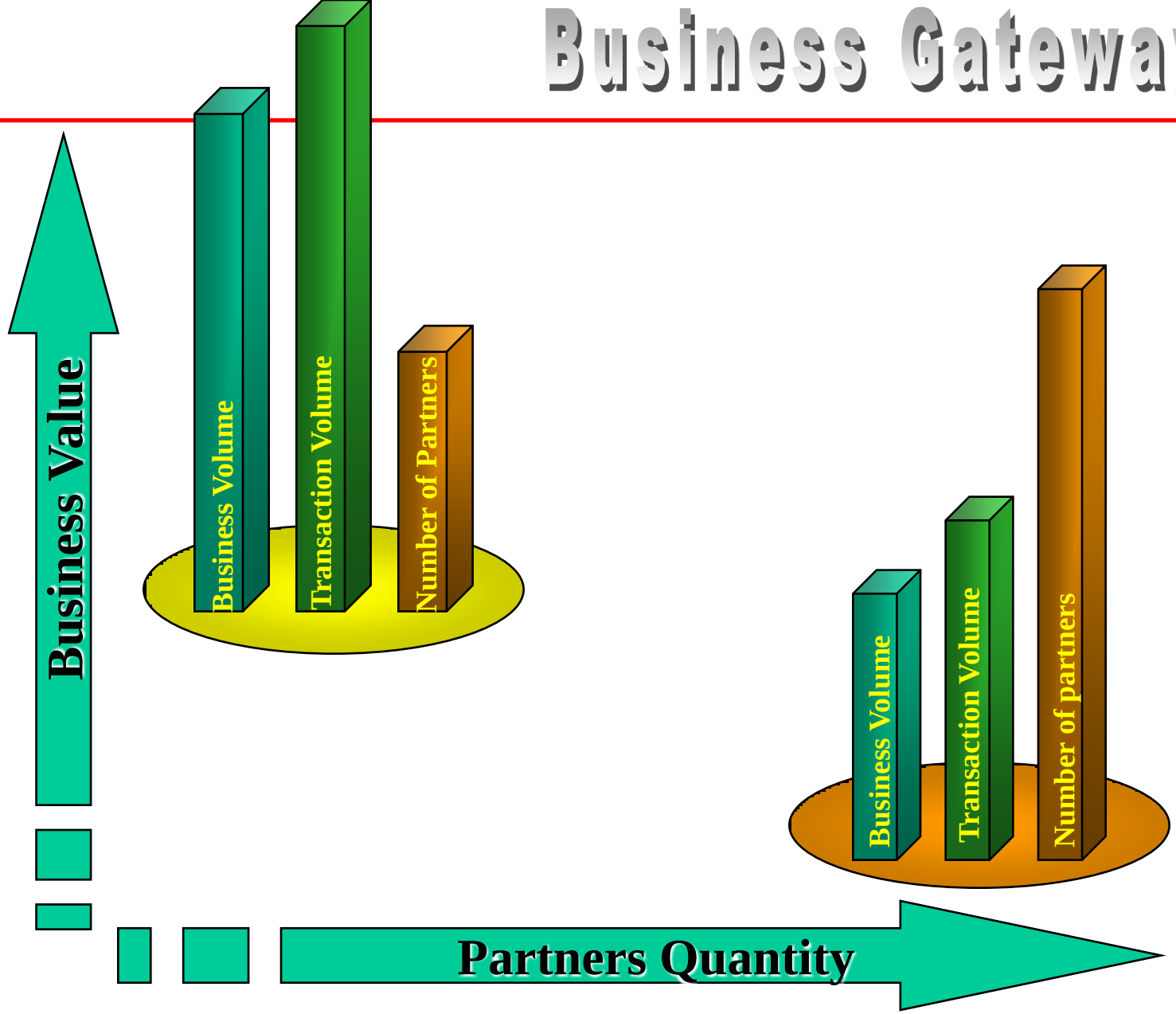
Agenda



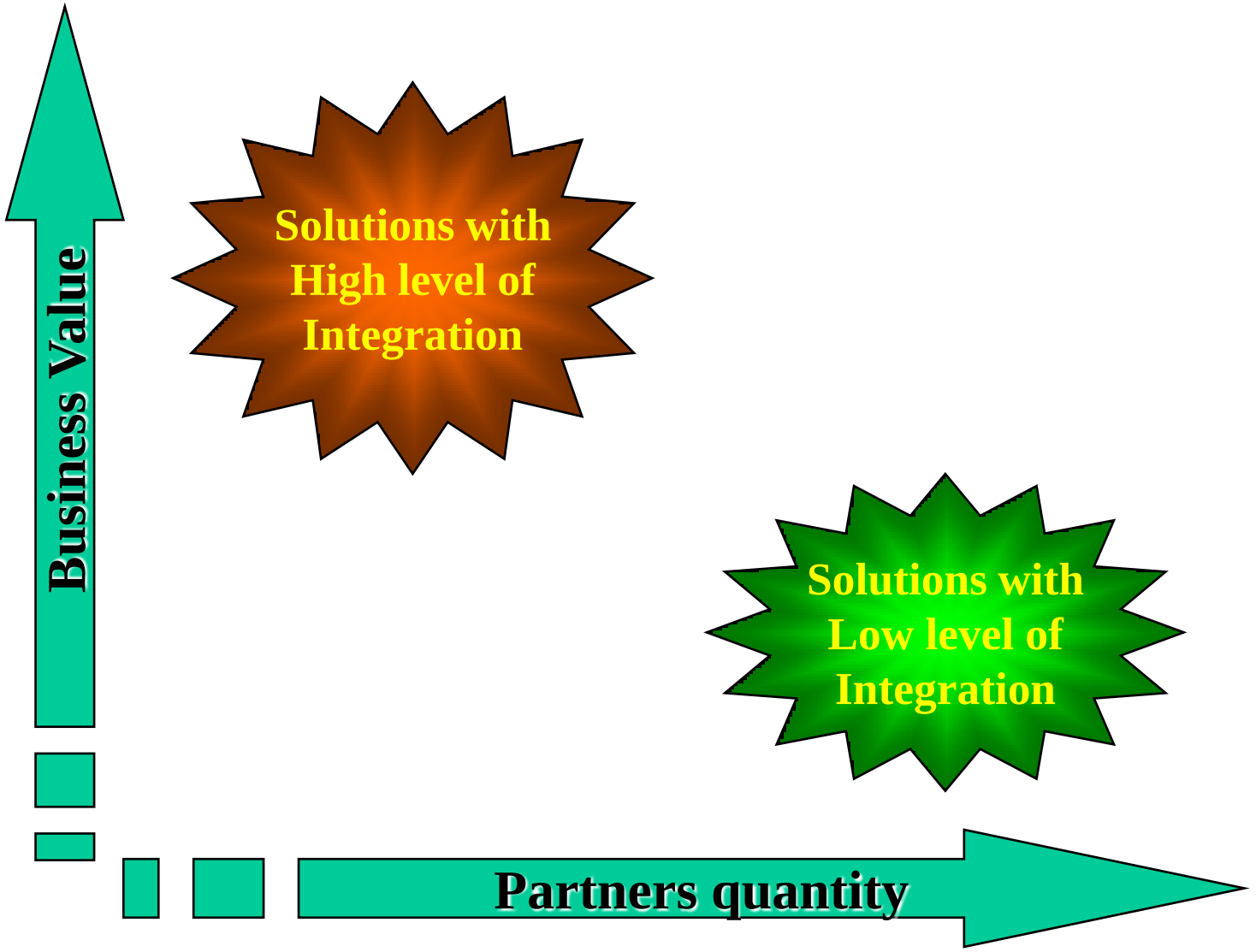
Scenario


Geography
Tracking
Value in Business
Speed
Platforms
Type of transaction
Comms
User Interface
.....

Needs



Partners Community



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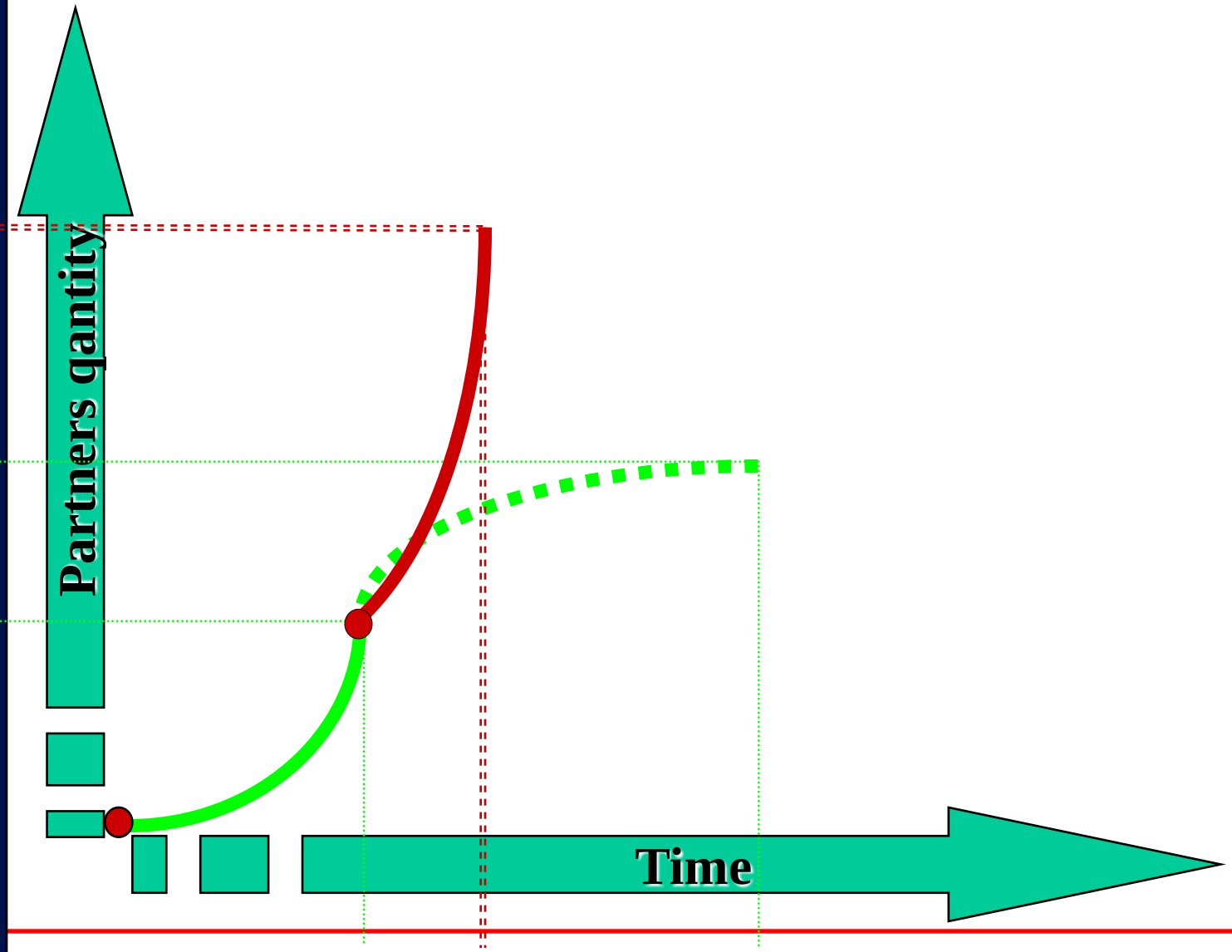
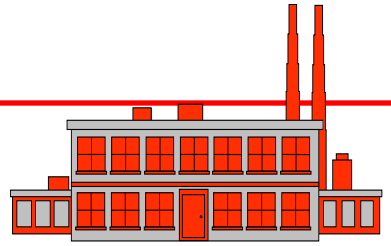


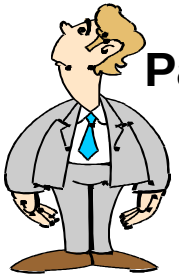
Partners Community

Business Gateway



Company

Company Boundary

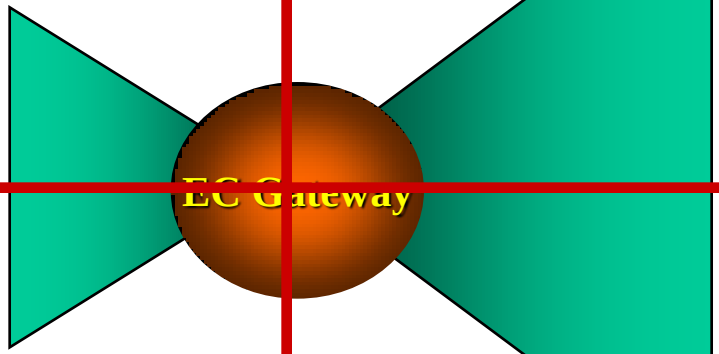


Partner A

Order Management

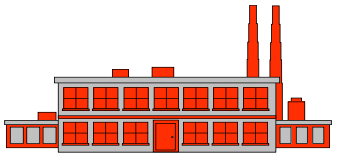
Production Management

Partner B



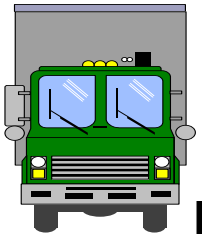
Technology Axis

Logistics Management



Partner C

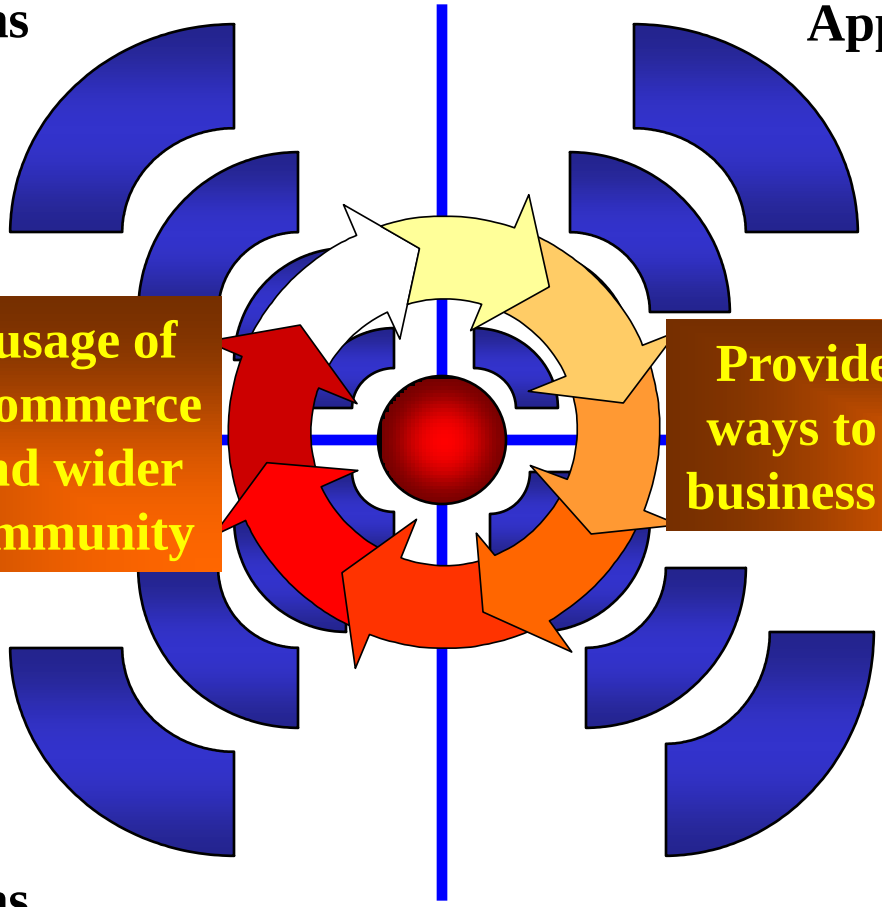
Financial Management



Partner D

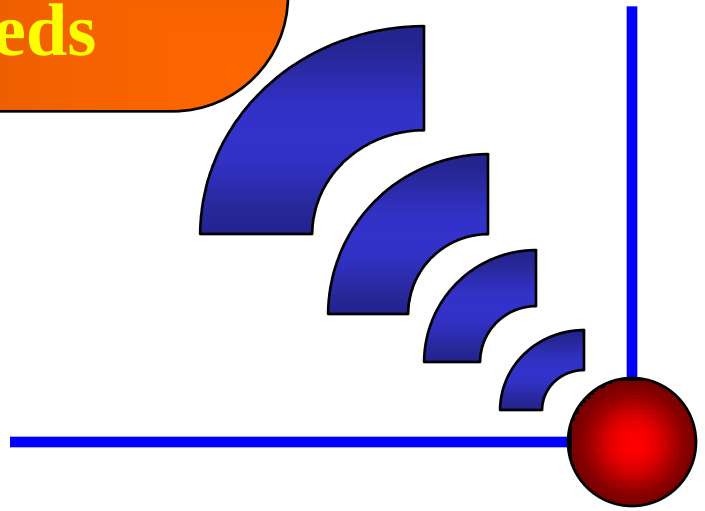
GE Information Services

The Solution

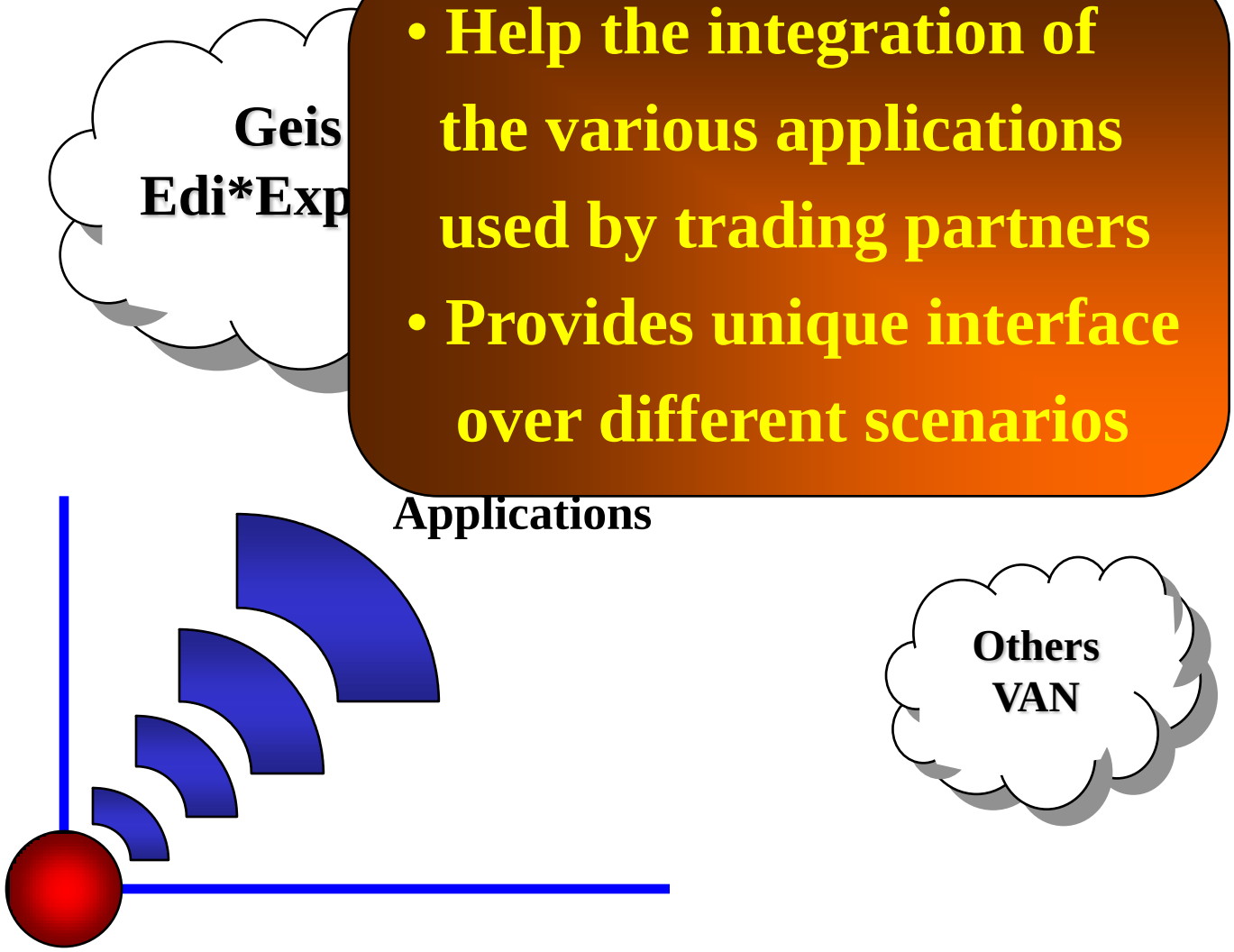


The Solution

- Protect the investment in existing legacy systems
- Open old applications to emerging technologies
- Support IT infrastructure in achieving business needs



The Solution



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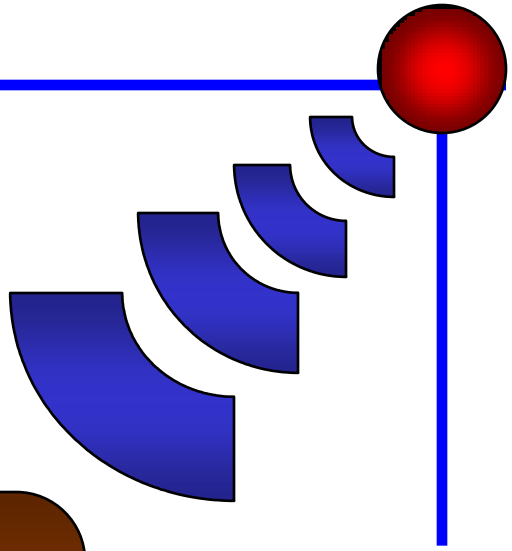


ERP

- Help the migration process
- Integrate ERP application with various environments

ORACLE®

The Solution

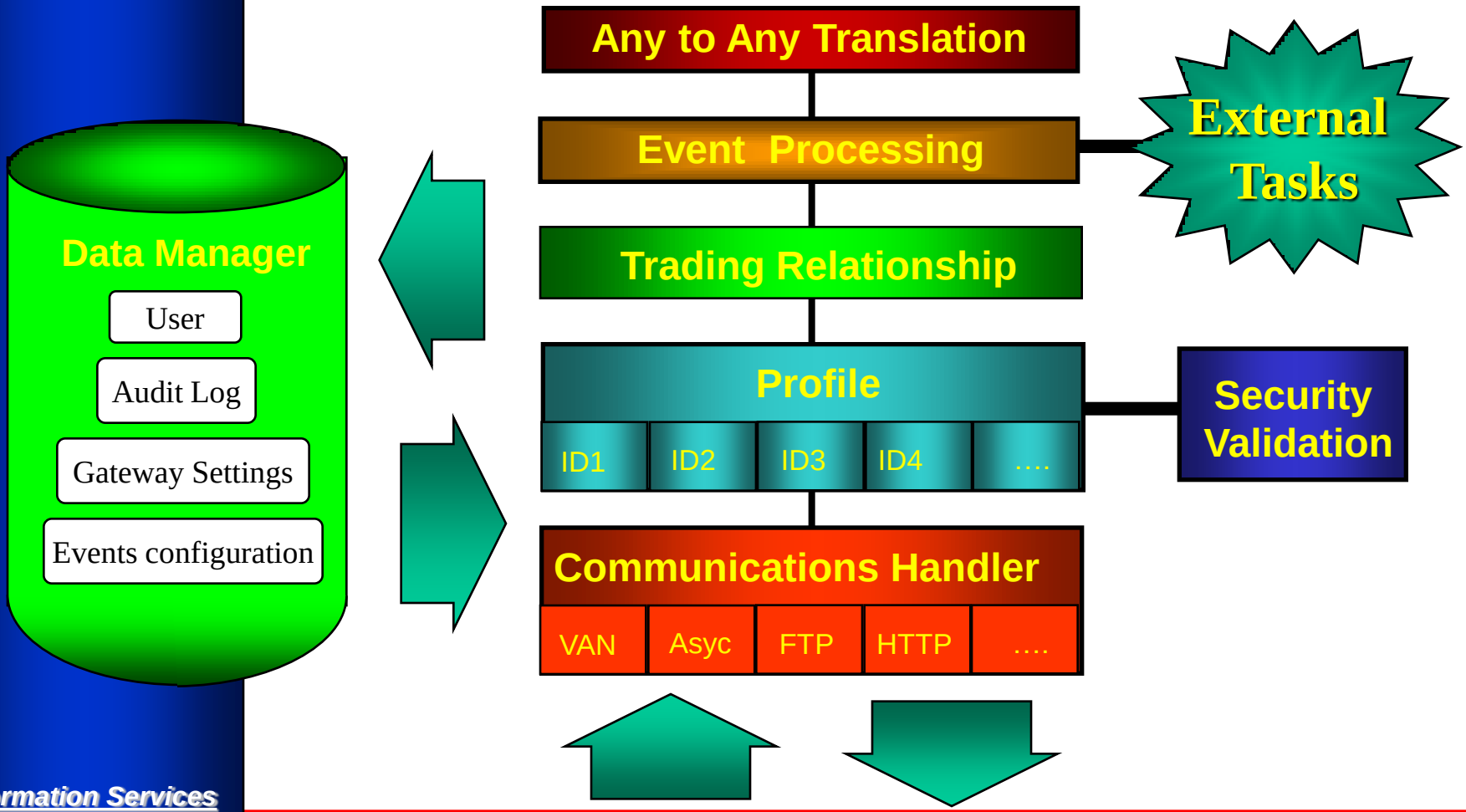
Internet
Community

- Extend the partners community With standard and easy to use solutions

The Solution

Business Gateway

Browser-based
GUI or X-Windows



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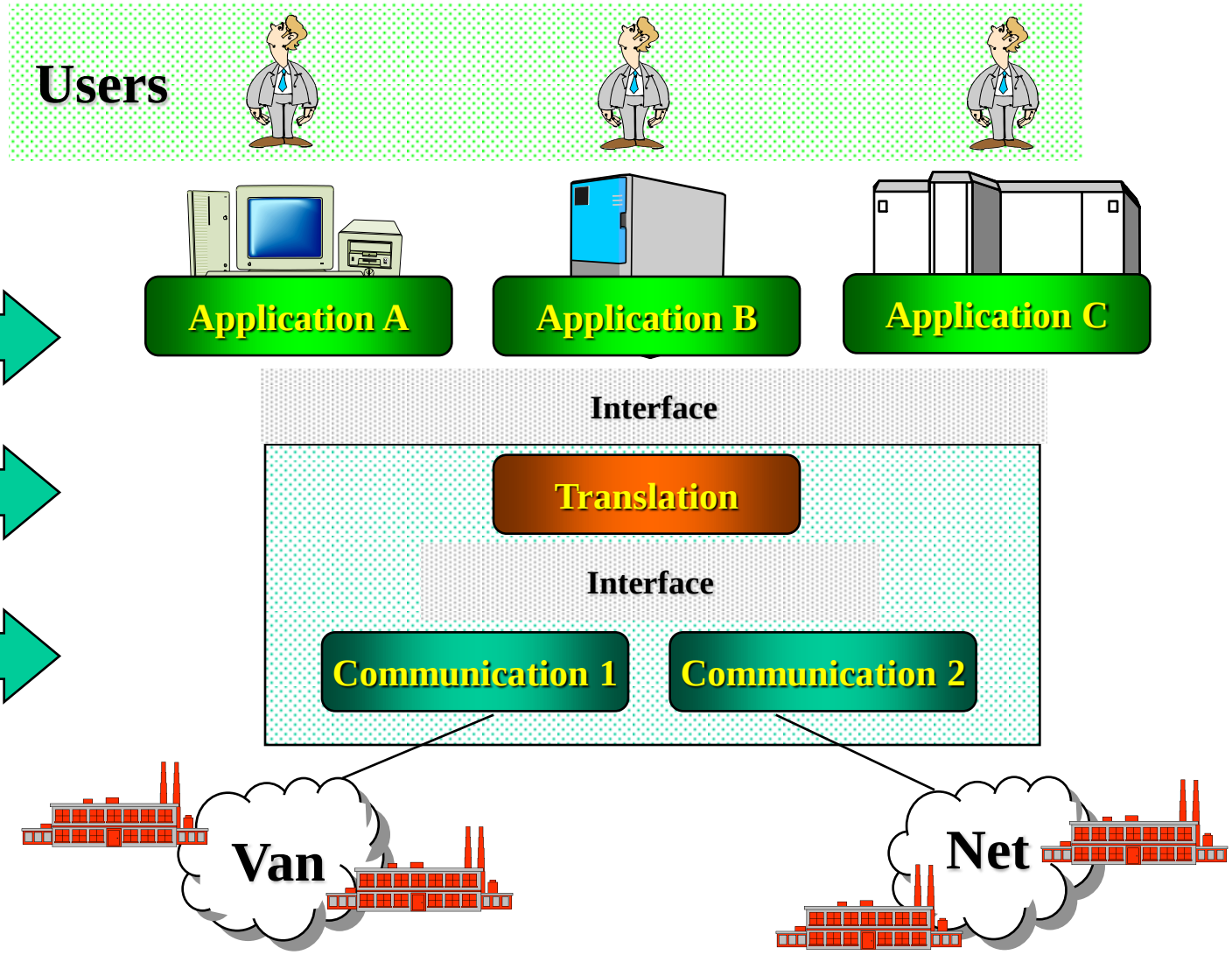
Architecture

Business Gateway



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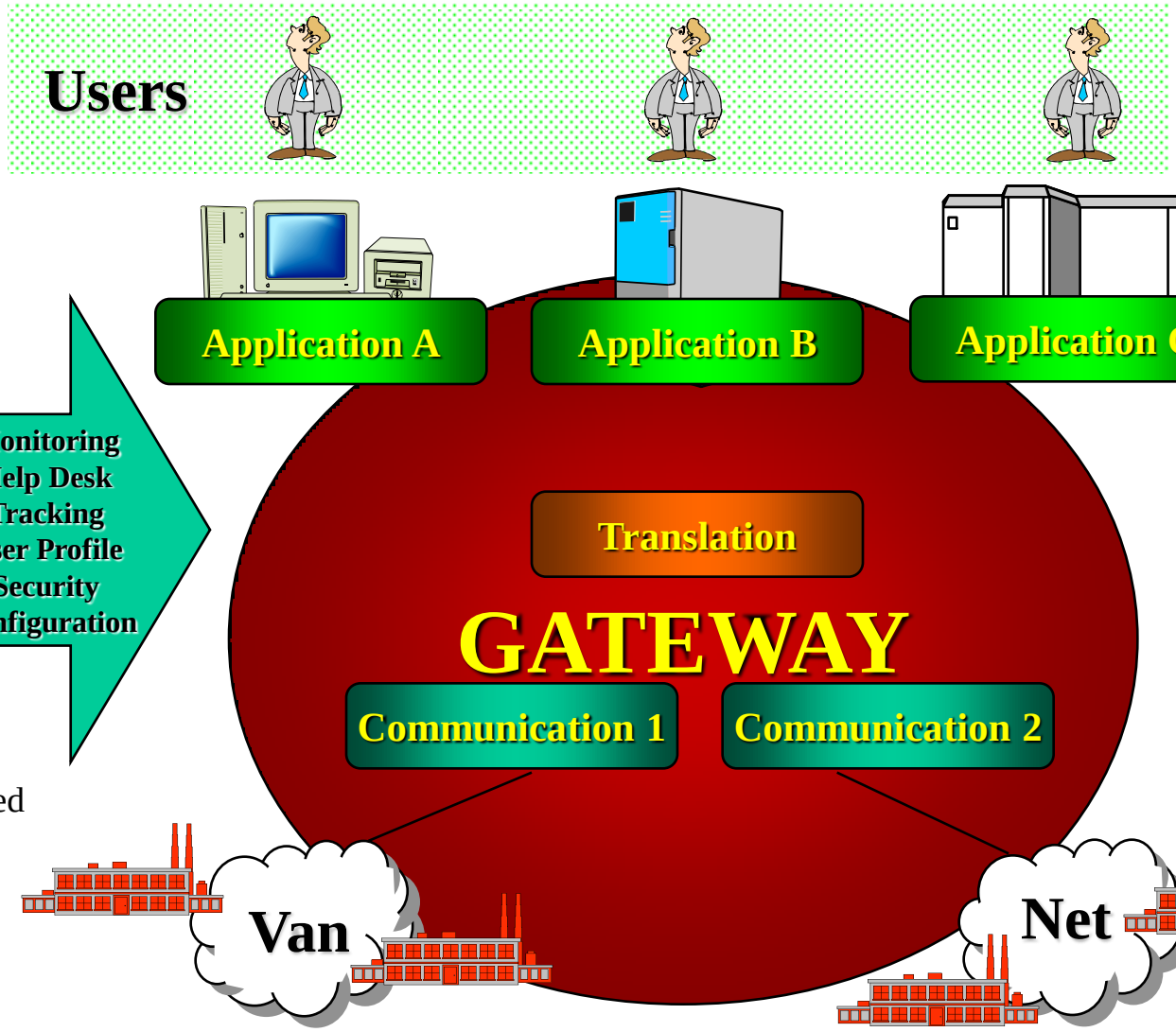
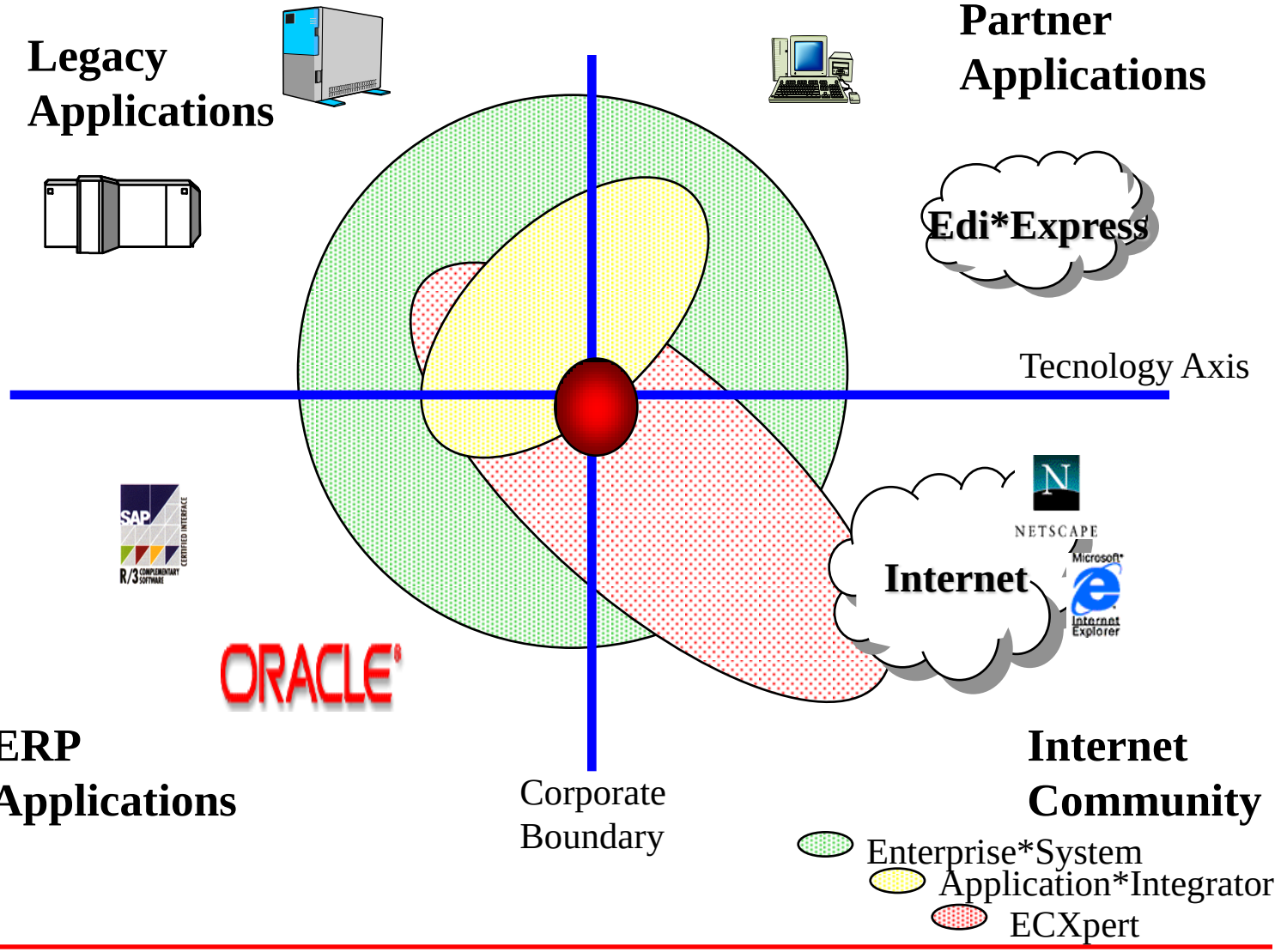
Gateway vs Translator

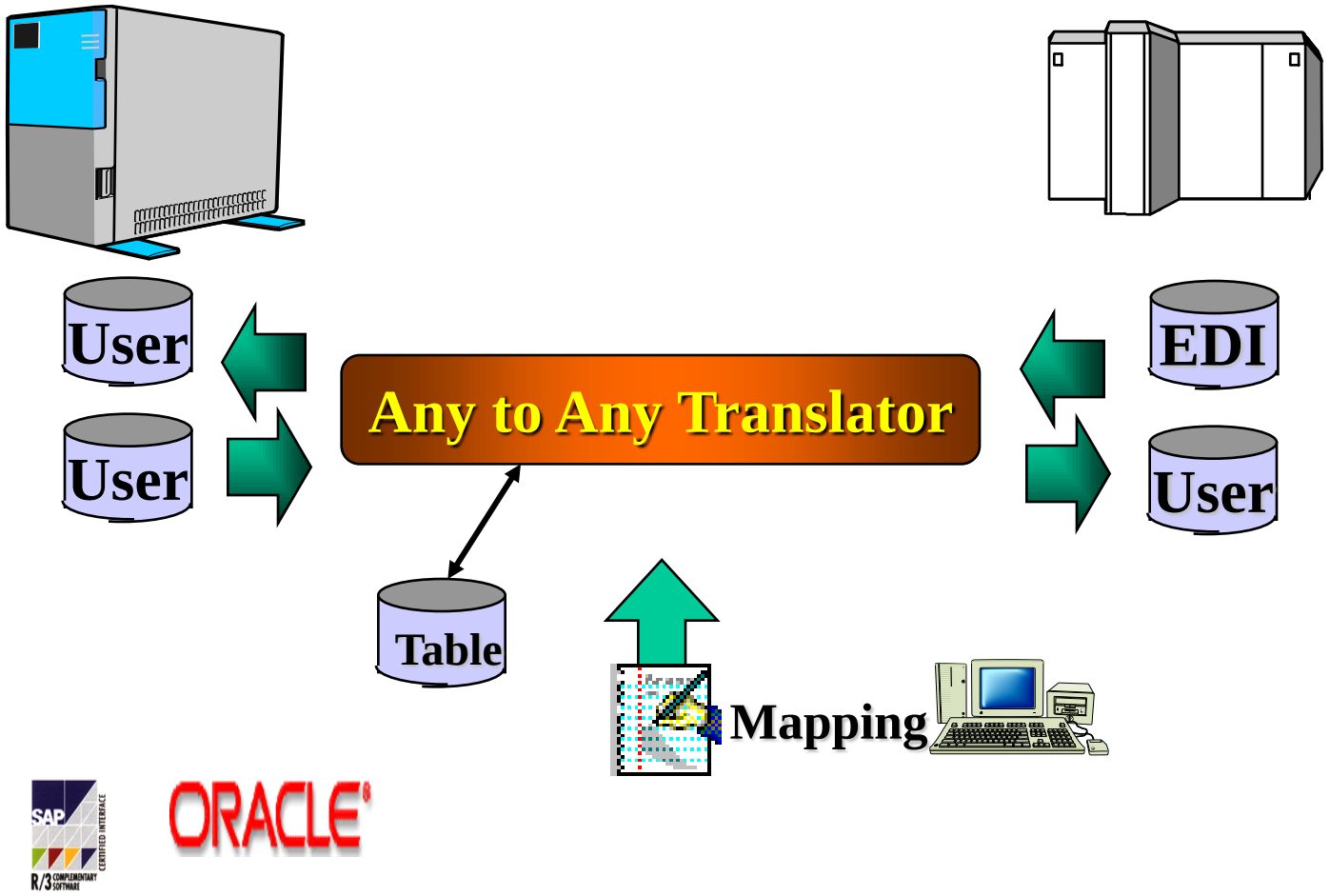


Gateway vs Translator

SEIZE the FUTURE
GE Information Services

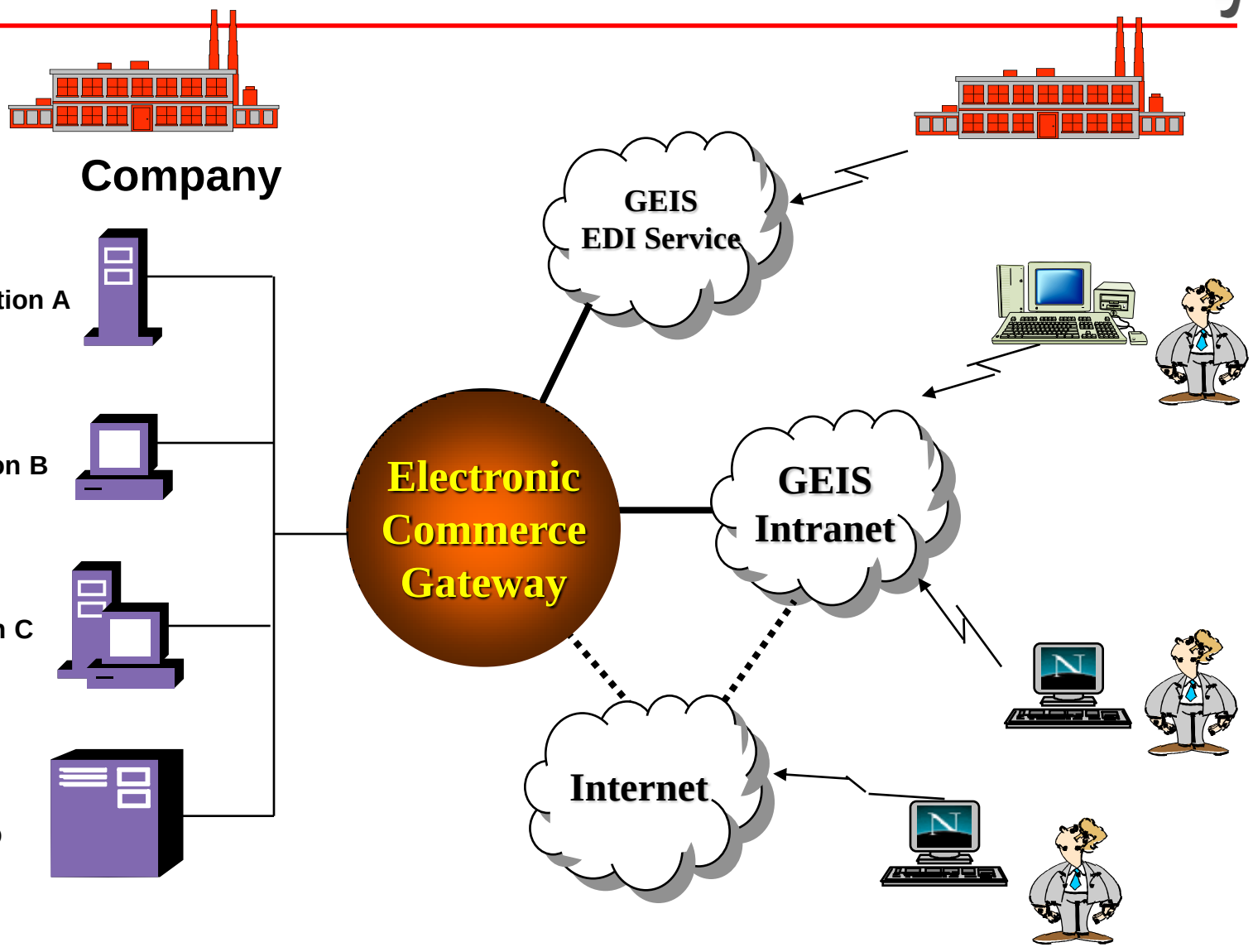


Market Positioning



Application*Integrator

Business Gateway



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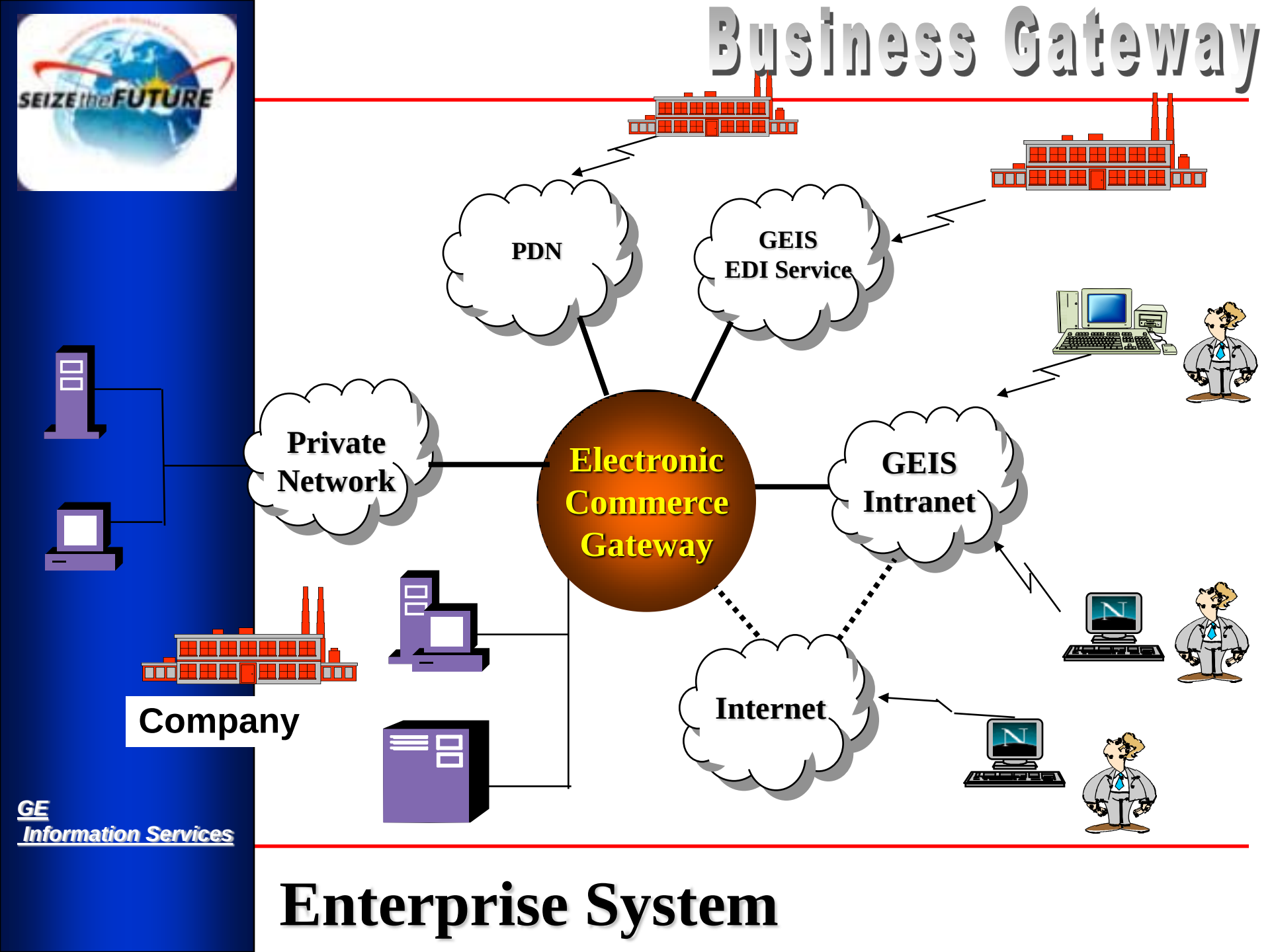
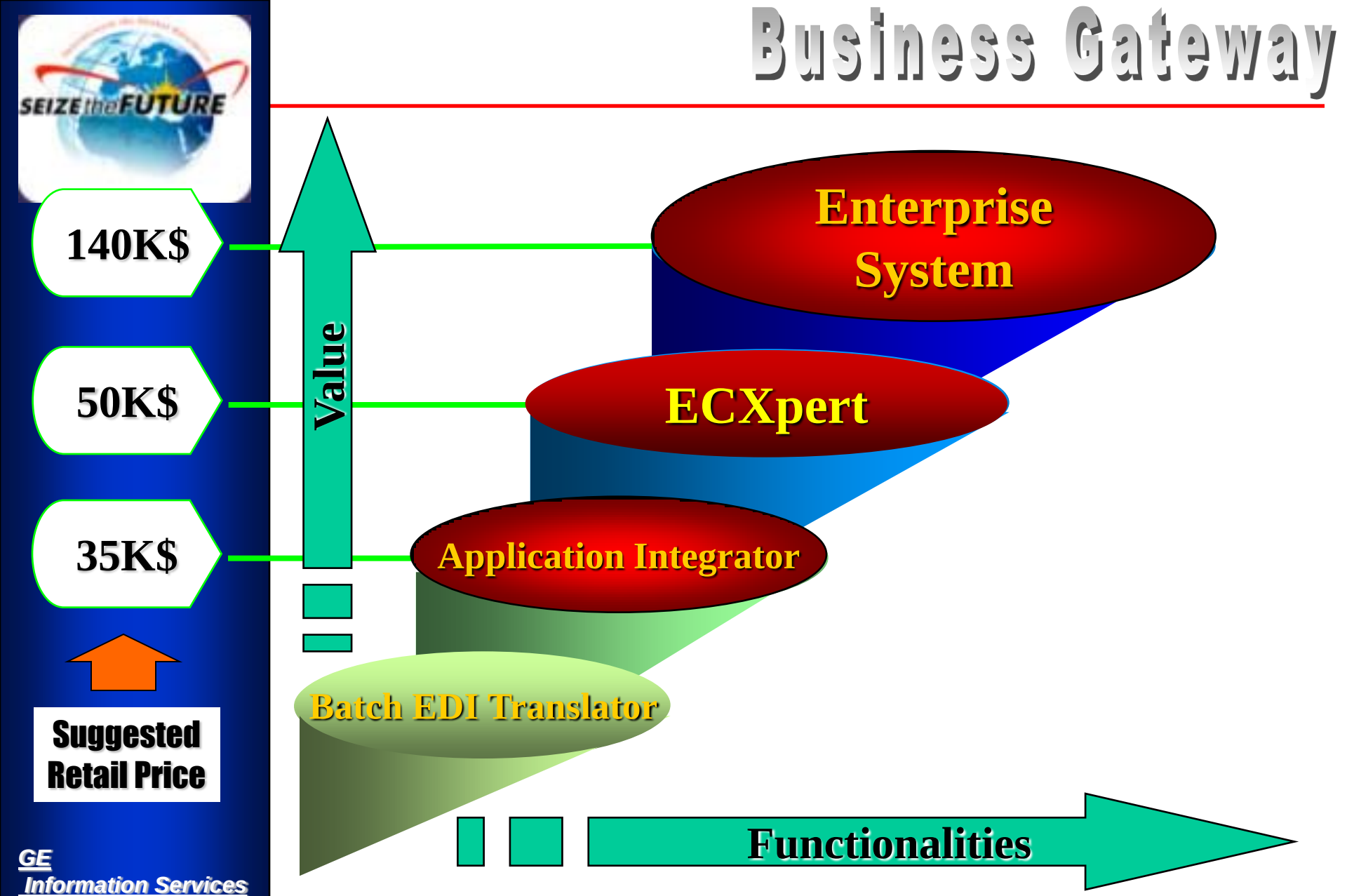
ECXpert


Business Gateway
SEIZE the FUTURE
PDN
GEIS
EDI Service
Private
Network
Electronic
Commerce
Gateway
GEIS
Intranet
Internet
Company
GE
Information Services
Enterprise System

Business Gateway Pricing

GE
Information Services



Market Positioning

Business Gateway

ECXpert :

- Netscape FatTrack Server ™
- Netscape Navigator Gold ™
- Netscape Mail Server ™
- TSI Mercator ™
- Seagate's Crystal Reports ™
- RSA Security
- Oracle 7 Workgroup Server

Available on both NT & SUN

Valid until June 29Th 1998

- Available via Solos

- Fill Order form
- Place Solos request
- Send order form to ECXORDERWWW

Transfer Price : $21,750
Maintenance : $3,915

2nd additional processor
Transfer P rice : $18,125
Maintenance : $3,265

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Pricing

Valid until June 29Th 1998

	Transfer P rice	Maintenance
Mercator Authoring Tool	$2,175	$390
EDI Standards	$550	$100

Pricing : Additional modules

ECXpert
Implementation Package :

- Validation of the environment
- Installation of ECXpert : 2days
- Tests of the environment : 2days
- Training on ECXpert : 2days
- Training on Traslator : 2-4days

Implementation

	Company	Partner A	Partner B	Partner C
ECXpert license	●			
Leased Line to Geis	●			
Access to Geis	●			
Edi*Express Mark3000	●	● *		
Dial ppp Accees to Geis			●	
Internet Inbound	◐			◐

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* Partners could be on Edi*Express MarkIII or Tradanet

ECXpert Geis proposal

Business Gateway

Due to Netscape Pricing Increase

ECXpert :

- Netscape Enterprise Server ™
- Netscape Communicator ™
- Netscape Message Server ™
- TSI Mercator ™
- Actuate Report Server ™

- Oracle 7 WS NOT INCLUDED

NOT Yet OFFICIAL

Valid after June 29Th 1998

- Available via Solos

- Fill Order form
- Place Solos request
- Send order form to ECXORDERWWW

Transfer Price : $54,400
Maintenance : $9,800

2nd additional processor
Transfer P rice : $32,600
Maintenance : $5,900

GE Information Services

Pricing

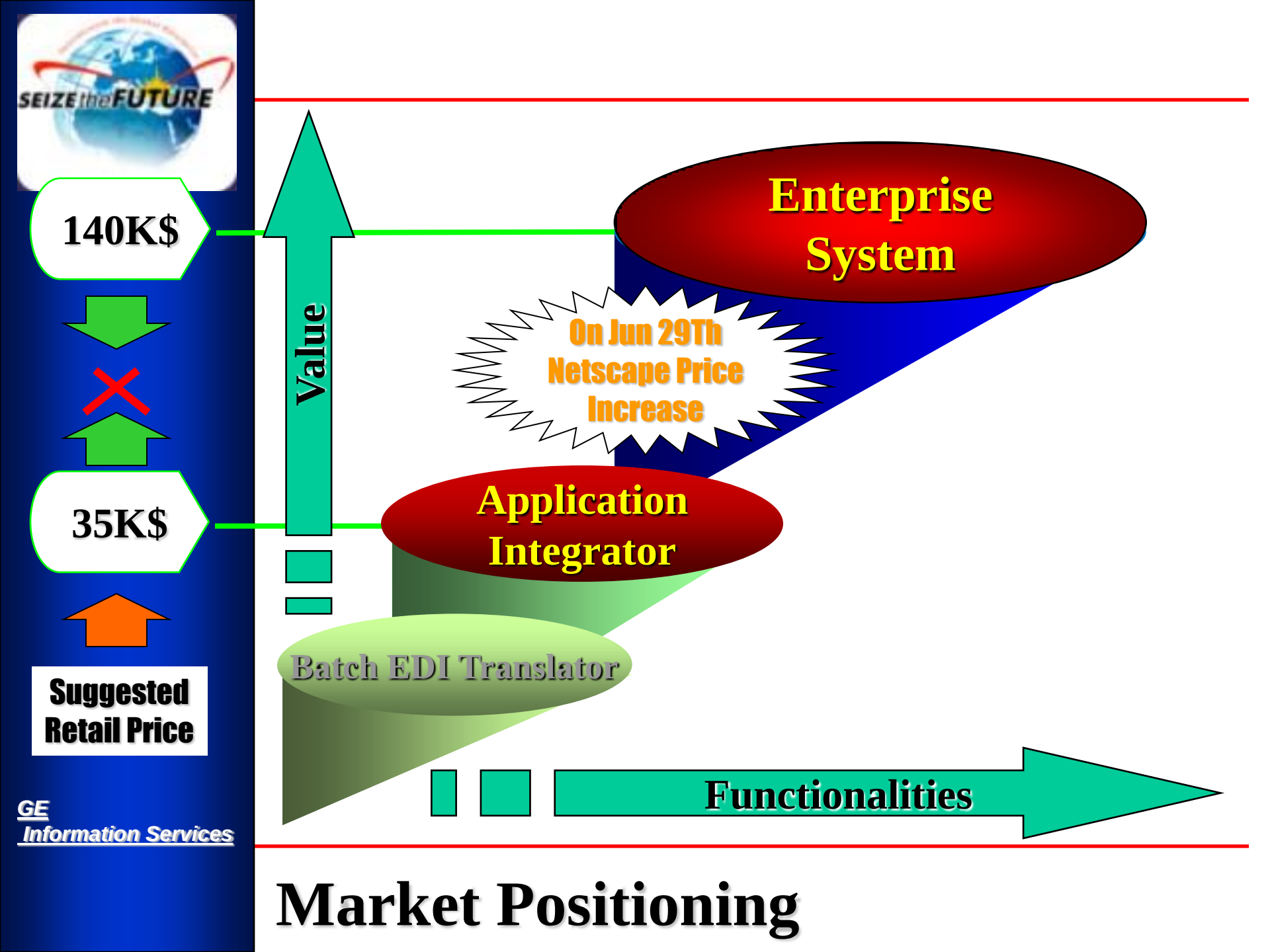
Due to Netscape Pricing Increase

Valid after June 29Th 1998

	Transfer P rice	Maintenance
Mercator Authoring Tool	$2,175	$390
EDI Standards	$550	$100
Oracle WS	$5,000	$900

NOT Yet OFFICIAL

Pricing : Additional modules



Market Positioning

- One Van Connection : Edi*Express
- One Direct Connection : FTP server
- One Connect Out : FTP bridge
- Two runtime processor
- One WorkBench seat
- One document set

Enterprise*System Basic Unix — **96K$**
- 50 Mailboxes
- 5 Concurrent processing
- A*I runtime on Unix
- A*I Work*Bench on Unix

Enterprise*System Basic Combo — **85K$**
- 50 Mailboxes
- 5 Concurrent processing
- A*I runtime on Unix
- A*I Work*Bench on Windows

Enterprise*System Basic Only — **65K$**
- 50 Mailboxes
- 5 Concurrent processing
- No translator

Under Discussion
Available on
End 98

Value

Suggested Retail Price

Functionalities

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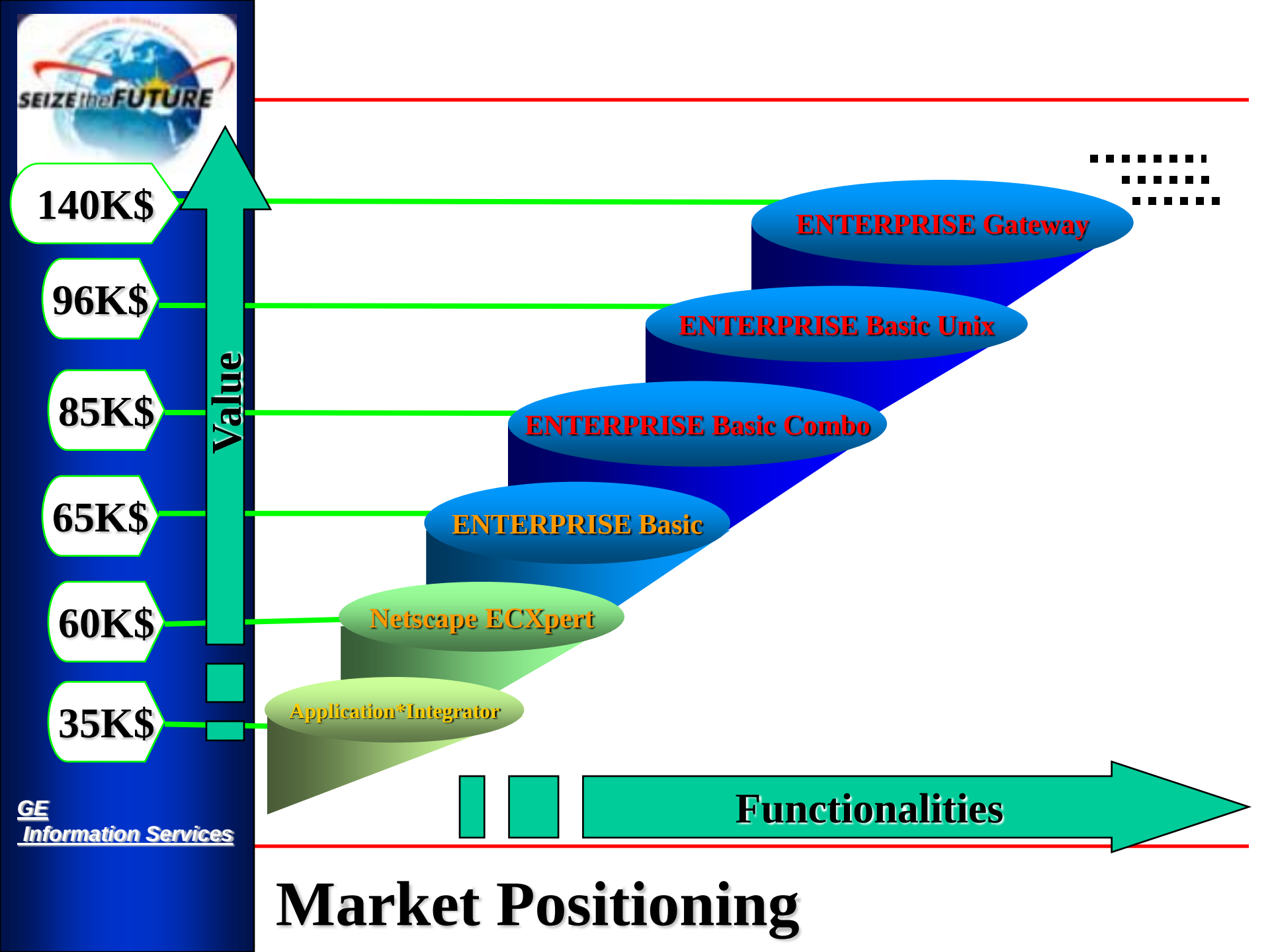
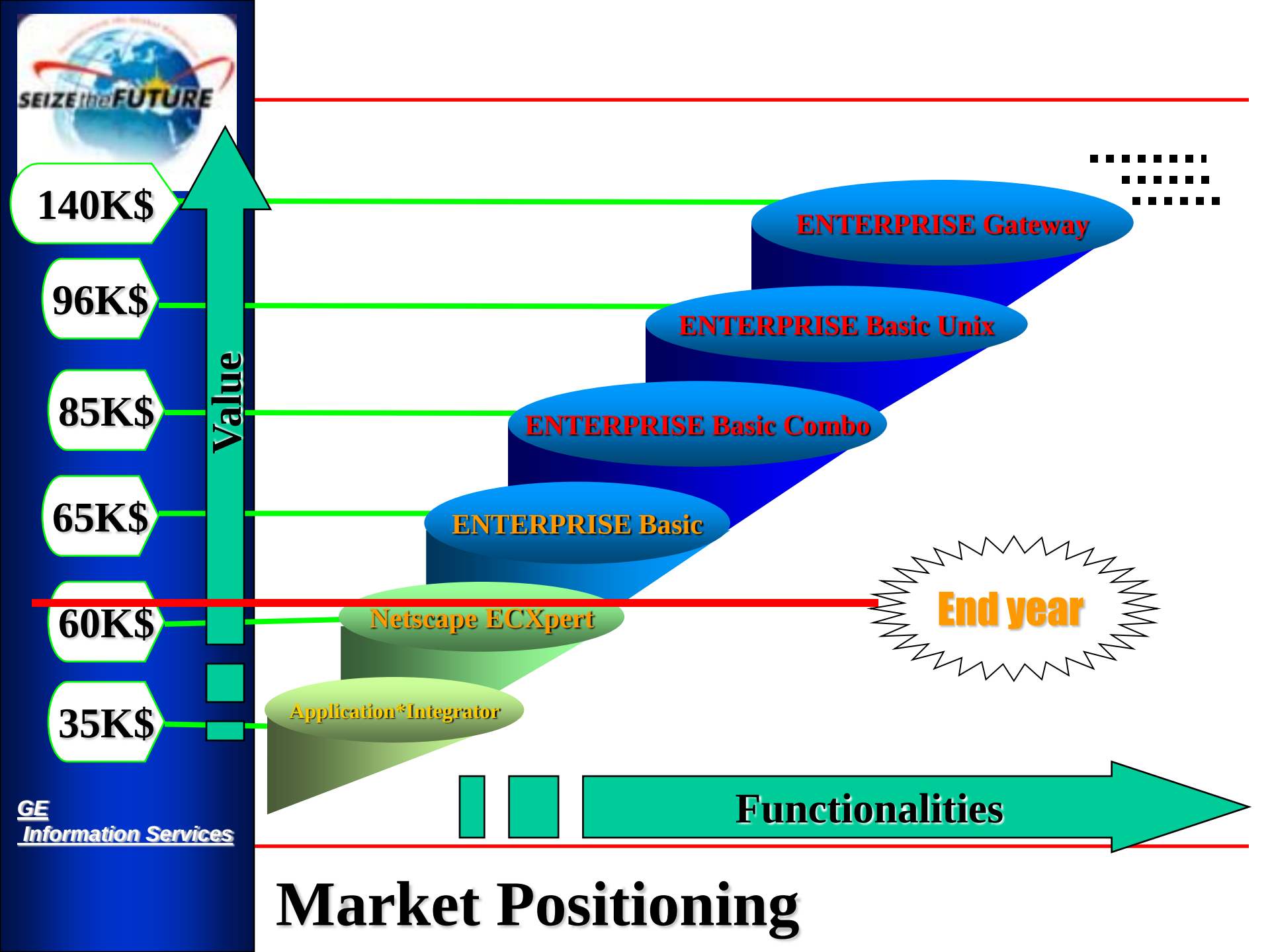
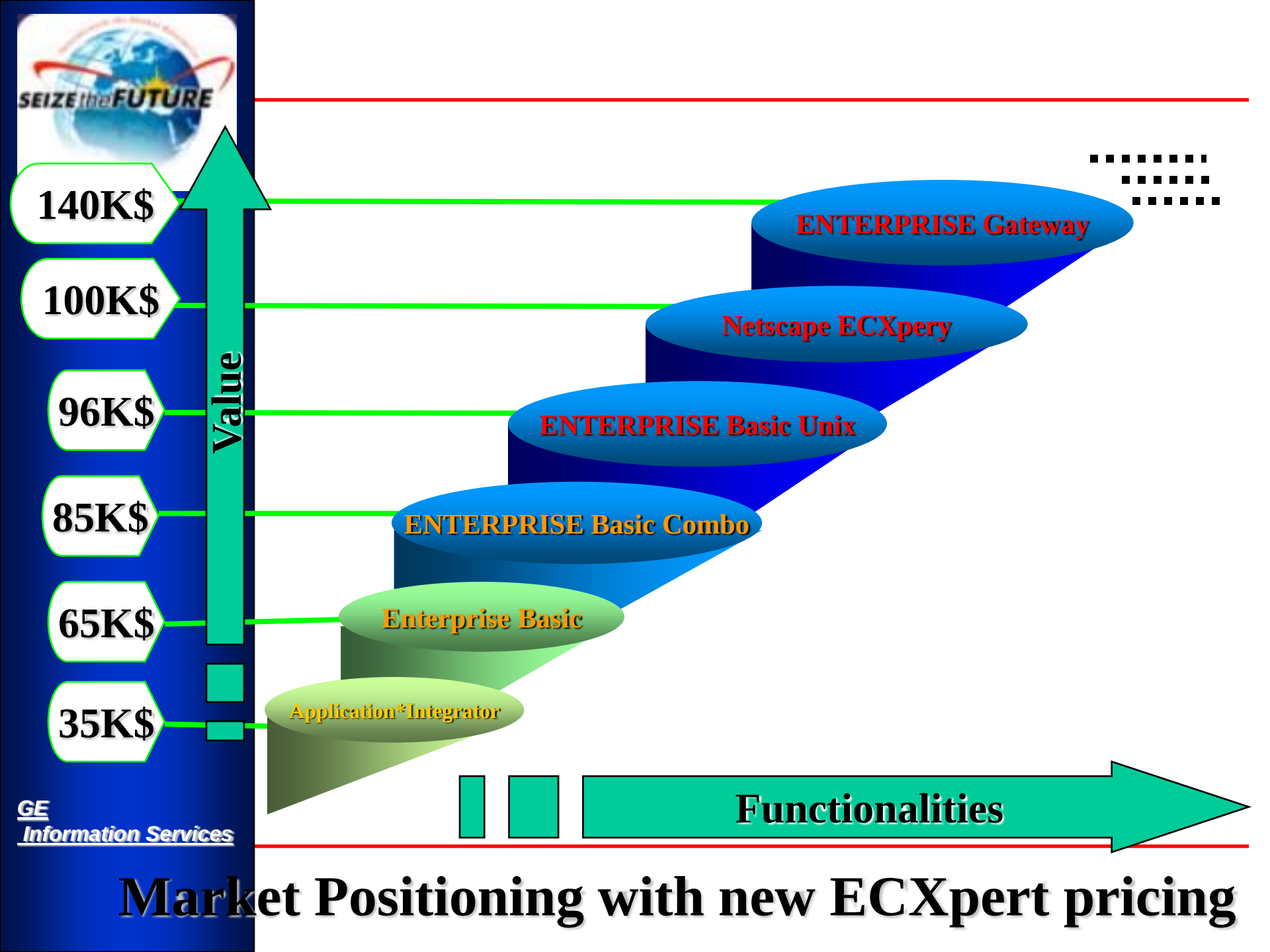
E*S Light



Market Positioning



Market Positioning



Market Positioning with new ECXpert pricing

Business Gateway

Typical Sales Process

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Sales Cycle :from 1 thru 3 months

HUB with basic EDI translator sw	Spoke that wants to become HUB	Customers of our VAN competitors	…….. ……..

1° Qualification	Sales, Sales Specialist, Lead Generation
2° Qualification	Sales Specialist, Pre-Sales support, Demo
CSR	Sales Specialist, Pre-Sales support, Tech.Rep
Implementation	Pre-Sales, Technical rep : Installation Training Customization

Tipical Sales process

Business Gateway Workshop

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Business Gateway

1. Groups work on an Gateway proposal against one competitor.
2. Find everything could be useful to win.
3. Show your results

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Business Gateway

European Case Studies

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BERETTA

Marlink

INFORMAZIONI EDITORIALI

ZUST AMBROSETTI

MERCEDES BENZ

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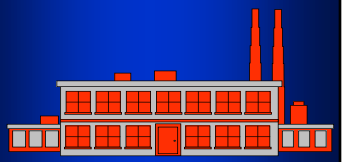
Some Names

Company Profile :	**Company within the white goods community.**
Company Needs :	**•They decided to run an EDI project to connect their national suppliers.** **• They had the need to integrate some others IT infrastructure to EDI (They were running new company acquisition programs).**

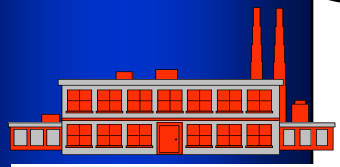
Beretta

What we have sold :

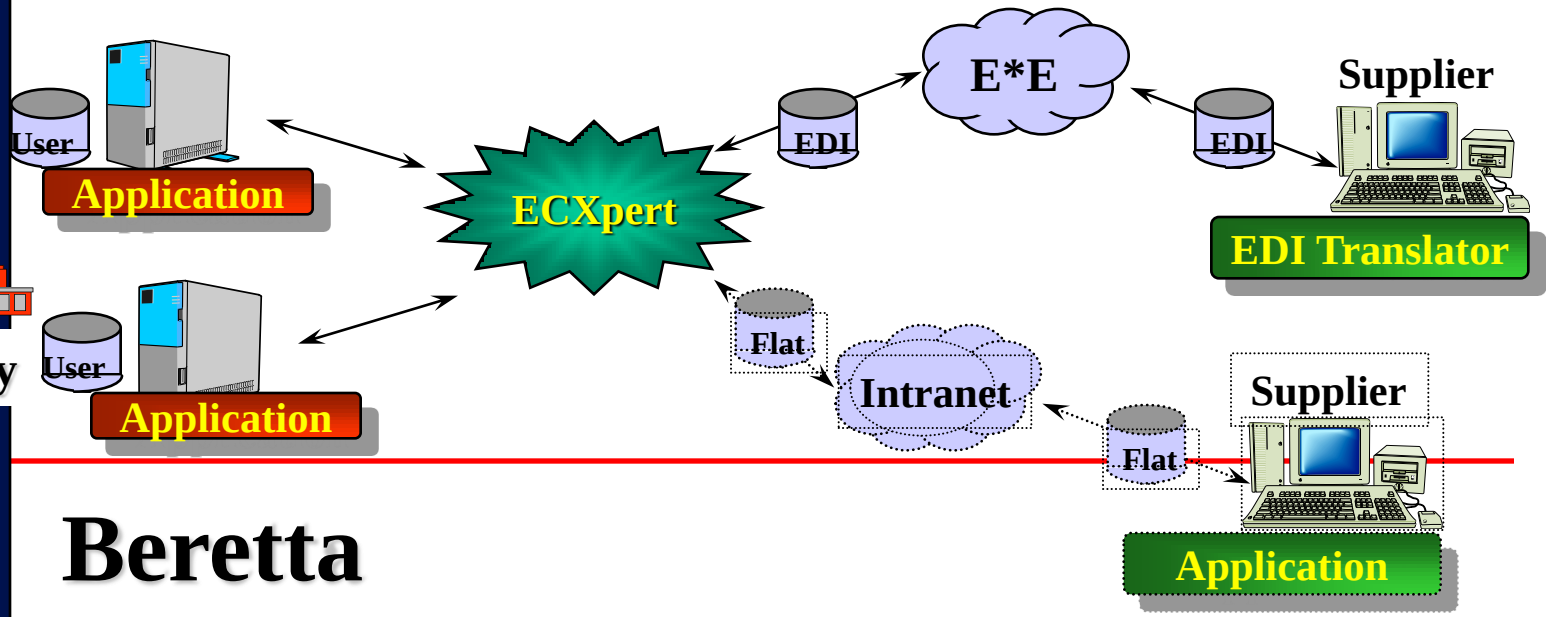
- ECXpert integrated to their LAN and connected to our Edi*Express service to perform the integration among the EDI community and their legacy applications.
- They will connect ECXpert to an intranet to provide access via simple interface to small suppliers.



Beretta



New company



Sales Cycle :	• About 2 months • Sold Gateway as the solution to support a long Edi project plan
Competition :	Intesa
Actual Status :	• They are in the mapping implementation
Future Implement. :	• Extend the suppliers community via intranet

Beretta

Company Profile :

Service provider to the publishing industry.

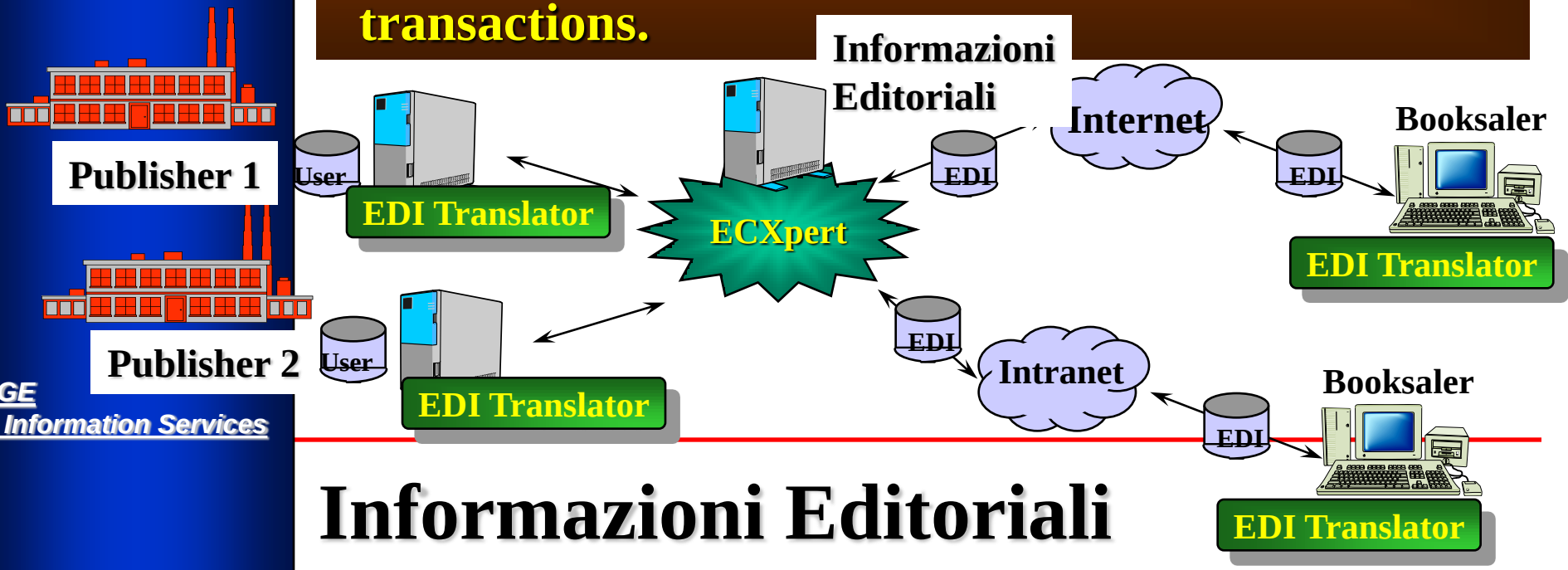
Company Needs :

- They were asking an Internet centric solution to enable the exchange of EDI transactions among publishers and bookshops.
- They has been pushed by the publisher companies to provide a service to manage the electronic exchange of business transactions within their community.

Informazioni Editoriali

What we have sold :

- ECXpert integrated to their applications and connected to their internet provider and their intranet environment.
- Each spoke site will connect to the system using HTTP over Tcp/Ip to exchange EDI transactions.
- ECXpert takes care of the integration with I.E. applications to provide value to the EDI transactions.



Informazioni Editoriali

Sales Cycle :	• About 1 month • Good experience in EDI • Expertise in integration
Competition :	Sterling
Actual Status :	• They are in the mapping implementation
Future Implement. :	• To implement within two years a community based of 100 users

Informazioni Editoriali

Business Gateway Competition

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Business Gateway

	ECXpert	Sterling	Premenos	Harbinger
Internet Centric Design		No	No	No
Handles EDI communications				
EDI and non-EDI audit tracking		Limited	No	Limited
Includes Mapping engine (Translator)				
NT Support				
UNIX Support				
Handles FTP traffic				
Supports IP Public Networks				
Supports EDIINT-compliant SMIME		No	No	No
Browser Interface (no charge per seat)		No	No	No
Support for HTTP for AIAG (ANX)		No	No	No
Support for HTTP for GISB (Gas Industry)		No	No	No
Multi-Threaded			Limited	
Any-to-any mapping		Limited	No	Limited
Supports 3rd party data mapping engines		No	No	No
Event-driven translation/routing		UNIX only		
Modular architecture - custom services		No	No	No
Gateway use without mapping use			No	

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To find materials :

- **Outlook : Public Folder/Geis/Product & Services/ Product & Services Information/ECXpert**

- **Web site : http://marketing.is.ge.com**
  http://www.is.ge.com (european village)

ECXpert