

SellerXpert

Internet Commerce Application for Corporate Selling

Presented By:
Kevin D. Huff
Marketing Manager

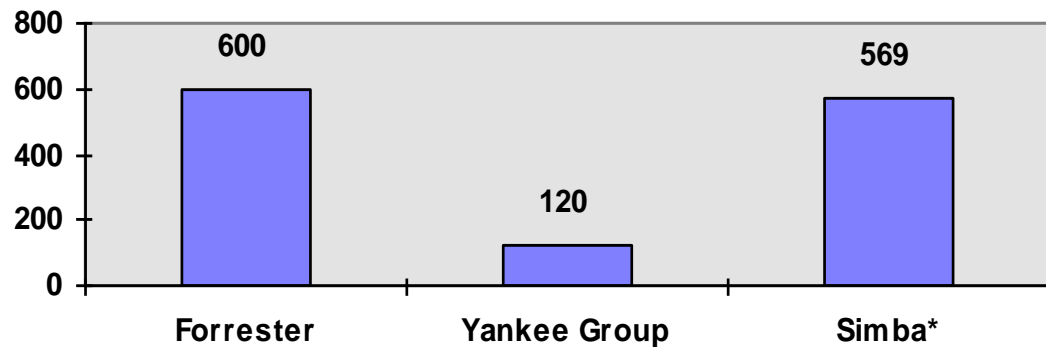


USA

Business Purchases on the Internet

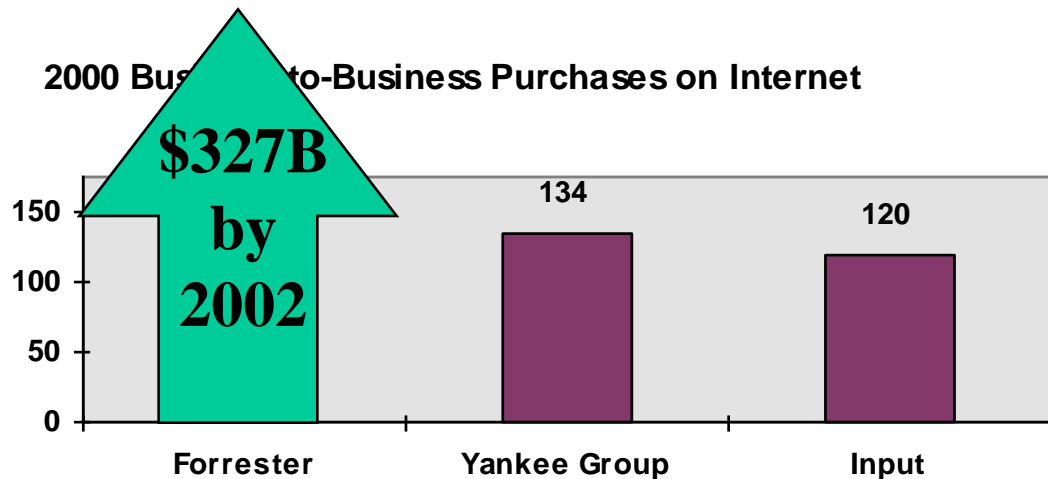
1996 Business-to-Business Purchases on Internet

1996
\$ Millions



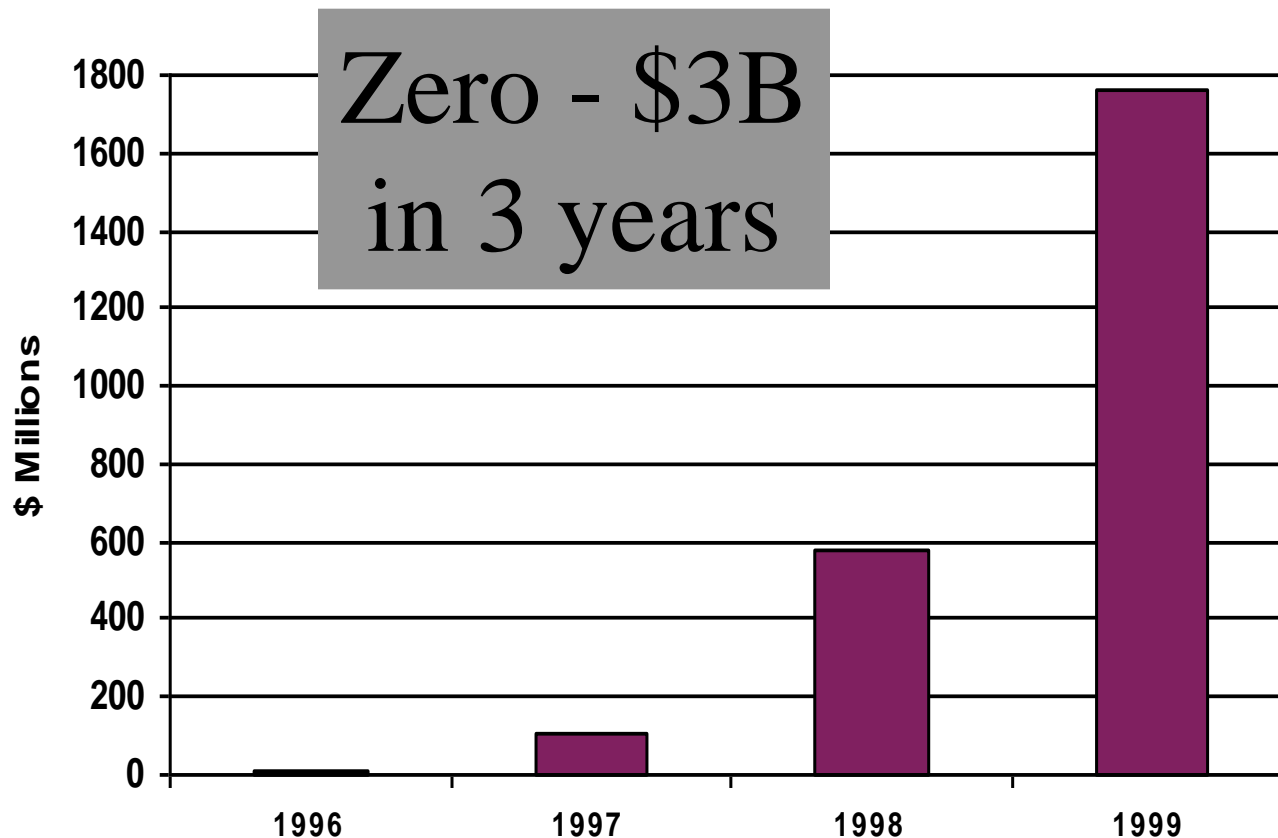
2000 Business-to-Business Purchases on Internet

2000
\$ Billions



Internet Packaged Applications

Worldwide Internet Packaged Application Revenue



Strategic Venture



Actra

The Internet Commerce Application Software Company



NETSCAPE

Market leader in
developing and marketing
Internet and Intranet
software solutions



GE Information Services

World's leading provider
of business-to-business
electronic commerce
services

“The extraordinary scope of Actra has huge ramifications for the rest of the eCommerce field... Forrester sees an unusual winning combination here.” - April 1996

FORRESTER

The Forrester Brief



GE Information Services

Actra Business Systems

- Actra develops electronic commerce software applications designed specifically to leverage Internet access and protocols
- Open, extensible and scaleable software
- Leverage and/or establish open standards
- 170+ employees
- Based in Sunnyvale, California



USA

GE Information Services



SellerXpert

Internet commerce application for corporate selling

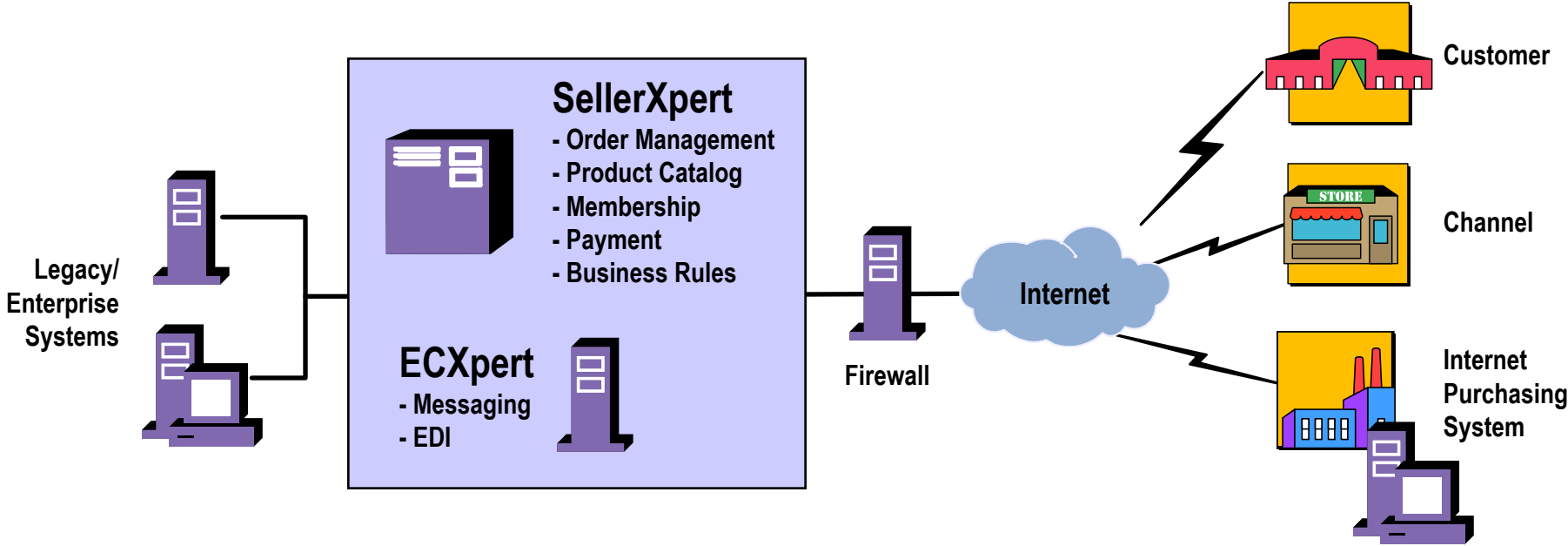
Robust business logic & extensive functionality required for business-to-business transactions

Integrated catalog, ordering, membership, payment, and structured messaging provide complete solution

Secure, industrial strength, Internet-centric architecture



SellerXpert



SellerXpert provides a complete Internet commerce solution



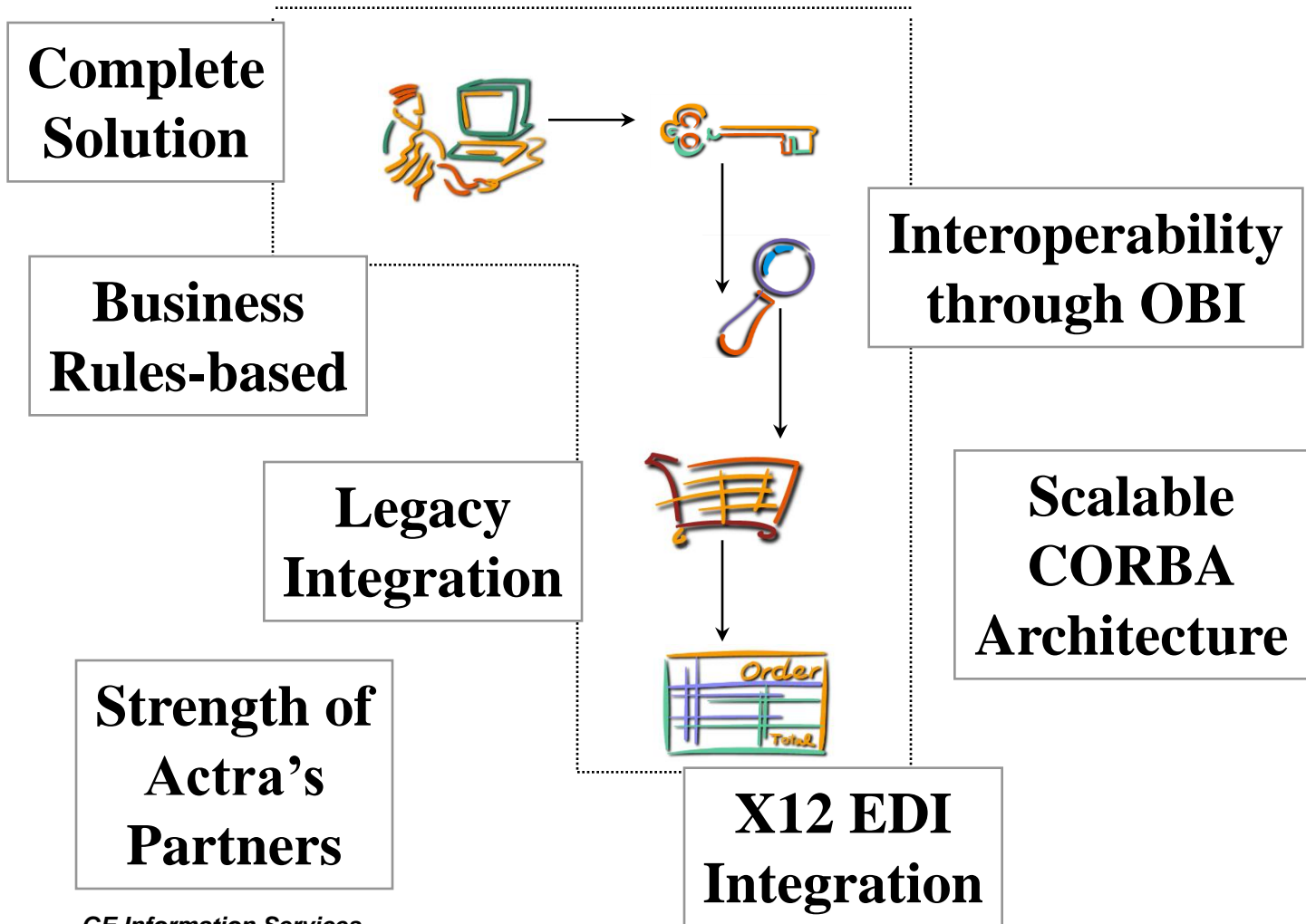
Solution Benefits

- Provide a managed, self-service product catalog & order processing system for your customers or resellers
- Increase sales by creating a new channel, improve sales productivity, improve information delivery
- Improve customer service by enabling self-service & reducing order cycle time
- Reduce order processing costs by automating manual processes



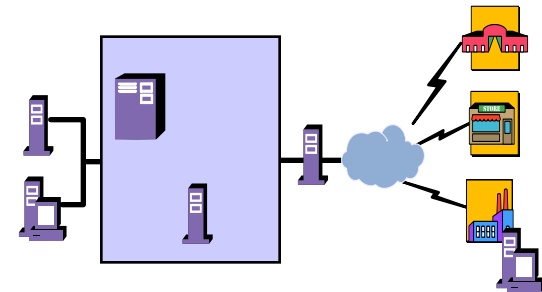
USA

What Differentiates SellerXpert



SellerXpert Components

- Order Management
- Product Catalogs
- Business Rules
- Membership and Profile Management
- Payment Services
- Reporting Systems
- Integration with ECXpert
- Security
- Internet-centric Architecture
- Interoperability



USA

Order Management

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



USA

Product Catalogs

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



USA

Business Rules

- Configurable business logic to tailor functionality & processing for individual customers
- Over 200 pre-configured business parameters
- Separation of system behavior & application data
- Run-time evaluation & conflict resolution
- Menu & tree-driven Java administration interface



USA

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 3rd party certificates



USA

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



USA

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
- Scheduling, versioning and batch processing



USA

Integration with ECXpert

- Data transmission over public & private networks supporting ANSI X12, EDIFACT, UCS and many other standards
- Graphical tool for any-to-any mapping & translation
- Legacy communications with batch scheduling to interface with mainframe, UNIX and NT
- Support for SMTP and S/MIME
- Document storage, tracking & task management



USA

Security

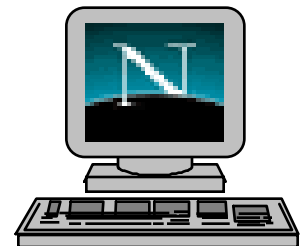
- Secure Sockets Layer (SSL) for point-to-point data communications
- RSA password and credit card encryption
- X.509 digital certificates for authentication
- Application server separate from HTTPD server



USA

Open Architecture

- Open, extensible, standards-based architecture which is object oriented using CORBA & IIOP as the platform-independent object messaging protocol
- Java and HTML interface
- Distributed, modular components within an extensible architecture
- Runtime monitoring, audit & logging, backup and archiving capabilities



Interoperability

- Open Buying on the Internet (OBI) V1.0 compliance
- Open, published C++ APIs
- BuyerXpert; complementary solution for buyer-managed Internet requisitioning and work flow

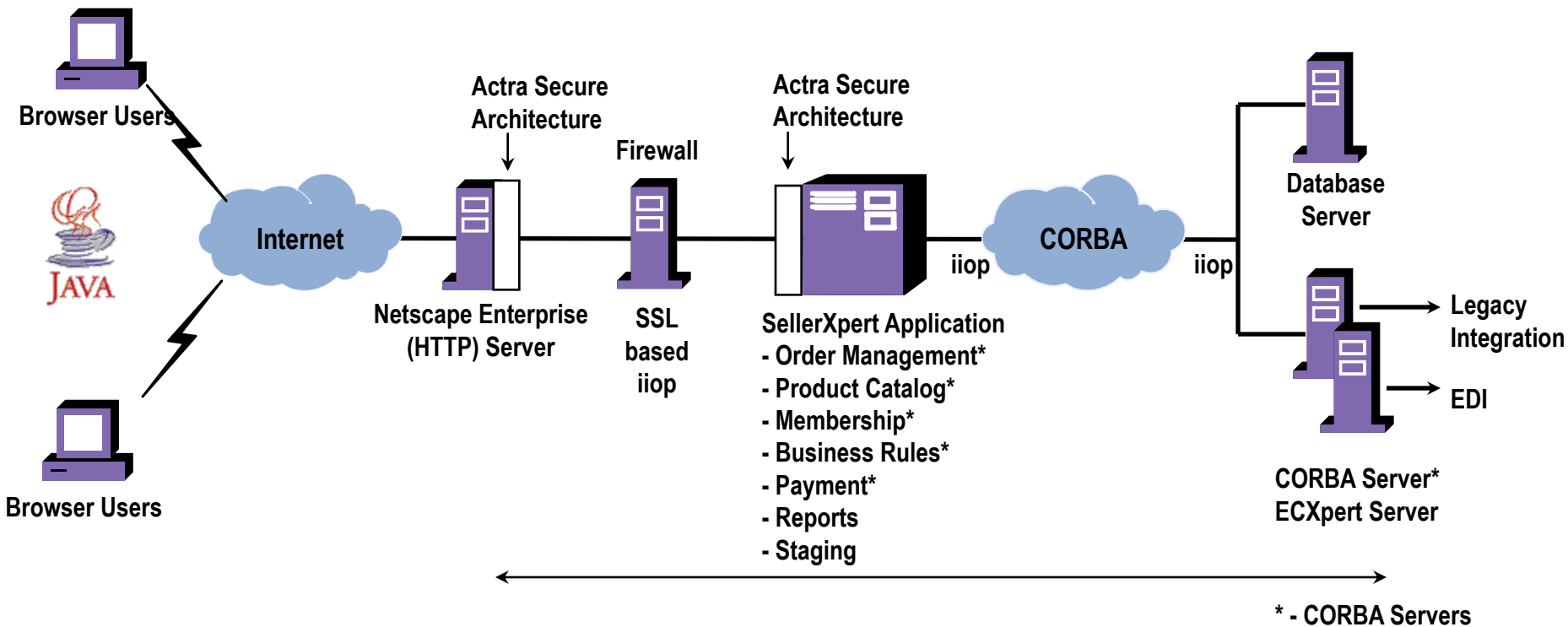


USA

GE Information Services



SellerXpert Architecture



USA

GE Information Services

Secure, open, scalable architecture