



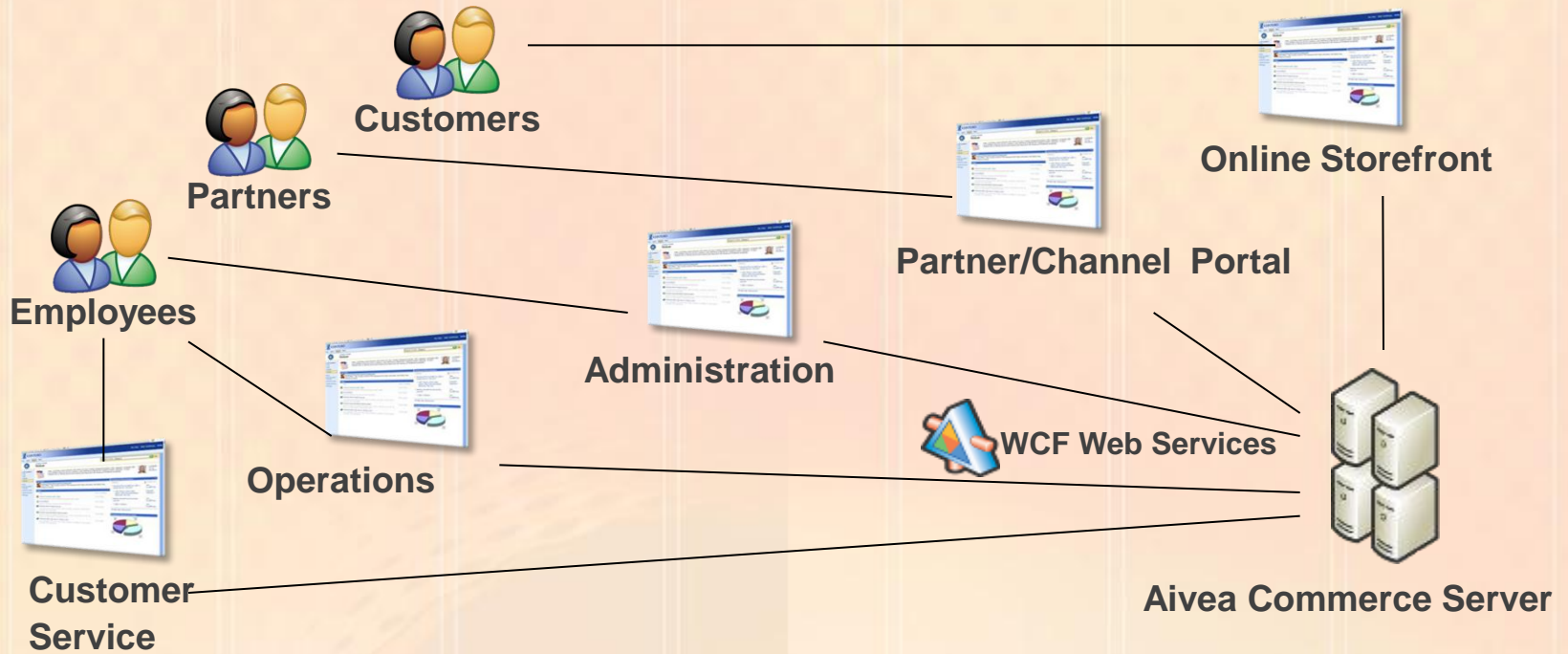
Aivea® Commerce Server

Integrated eCommerce / CRM / ERP



www.aiveacommerceserver.com

Aivea Commerce Server Vision



A unified, market-ready solution that boosts online commerce effectiveness by:

- Making online product and customer management intuitive and easy
- Delivering Operational Excellence
- Enabling faster and more insightful online marketing
- On Cloud Grid Computing Implementation

Aivea Commerce Server



- Industry's first 100% Service Oriented Architecture (SOA) based eCommerce platform
- Fortune 500 and Mid-market client focus
- 3-Tier Application Infrastructure (Web, App, DB)
- 1000s of eCommerce Features
- Integrated eCommerce, CRM and ERP
- Visual Business Process Workflows and Design
- Next Generation Marketing and Merchandizing
- Search, Analytics, Reporting, BI
- On-Premise, On-Demand, On-Cloud Licensing



Aivea Commerce Server Overview

- Fully Integrated Catalog, Marketing, Order, Payment, Content, Branding, Inventory, Distribution, Operations and Shipping Management
- Enterprise Ready Service Oriented Architecture (SOA) based Highly Scalable E-Commerce Solution
- Microsoft.NET 3.5 (Web 2.0, LINQ, WCF, WF, ASP.NET, AJAX, C#, XML, Silverlight), SQL Server 2008/2005, Windows Server 2008/2003 Server 32/64-Bit Platform
- Fully Documented WCF Web Services based SDK and Operating System Independent Storefronts supporting 29 programming languages.
- Multi-Merchant Storefronts (Online Shopping Malls)
- Integrated Customer Experience Portal
- E-Commerce Business Intelligence, Reporting and Dashboards
- Integrated CRM – Microsoft Dynamics CRM 4.0
- Integrated ERP – Microsoft Dynamics GP/AX/NAV
- Seamless Integration to SharePoint and other ERP, Legacy application Integration with BizTalk/SSIS/Workflow Services
- Faster, Easier and Cost Efficient Online Commerce
- Software + Service Model Licensing and Pricing

Aivea SOA eCommerce Platform Convergence



Transition to SOA eCommerce Solution

Integration and Interoperability Issues

eCommerce

CRM



ERP

3rd Party Integration



Functional Architecture



User Interface

Web 2.0 Web 2.0/AJAX SilverLight Flash Templates	Shopping 1-Click Checkout Product Views Custom UI Layouts User State Mgr	Search Search Center Relevance Data Search Metadata Customizable UX Extensibility	Content Authoring Workflow Web Publishing Document Mgmt Records Mgmt Policies Multi-Language	Biz Processes Rich/Web Forms Self-Service Forms Real-time Data Val. LOB Integration BizTalk	BI Report Center Dashboards/KPIs Biz Data Charts Biz Data in Lists
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Web Services Interface (WCF)

Business Logic Service Layer w/ Workflows

Catalog Products Kits Attributes Digital Delivery Inventory	Content HTML, Images Personalization Branding Themes/Skins	Marketing SEO Newsletters CRM Profiling	Orders Drop-ship Returns Inventory Mgmt. Policies Partner Portal	Operations Admin Supply Chain Batching Partner Admin	Extensibility Workflows OM and SOAP Event Handlers Migration APIs
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Data Services/Access Layer (LINQ To SQL OR/M)

SQL Server 2008/2005		
Database Services	Reporting and Analytics	Tables, Views, SPs, UDFs

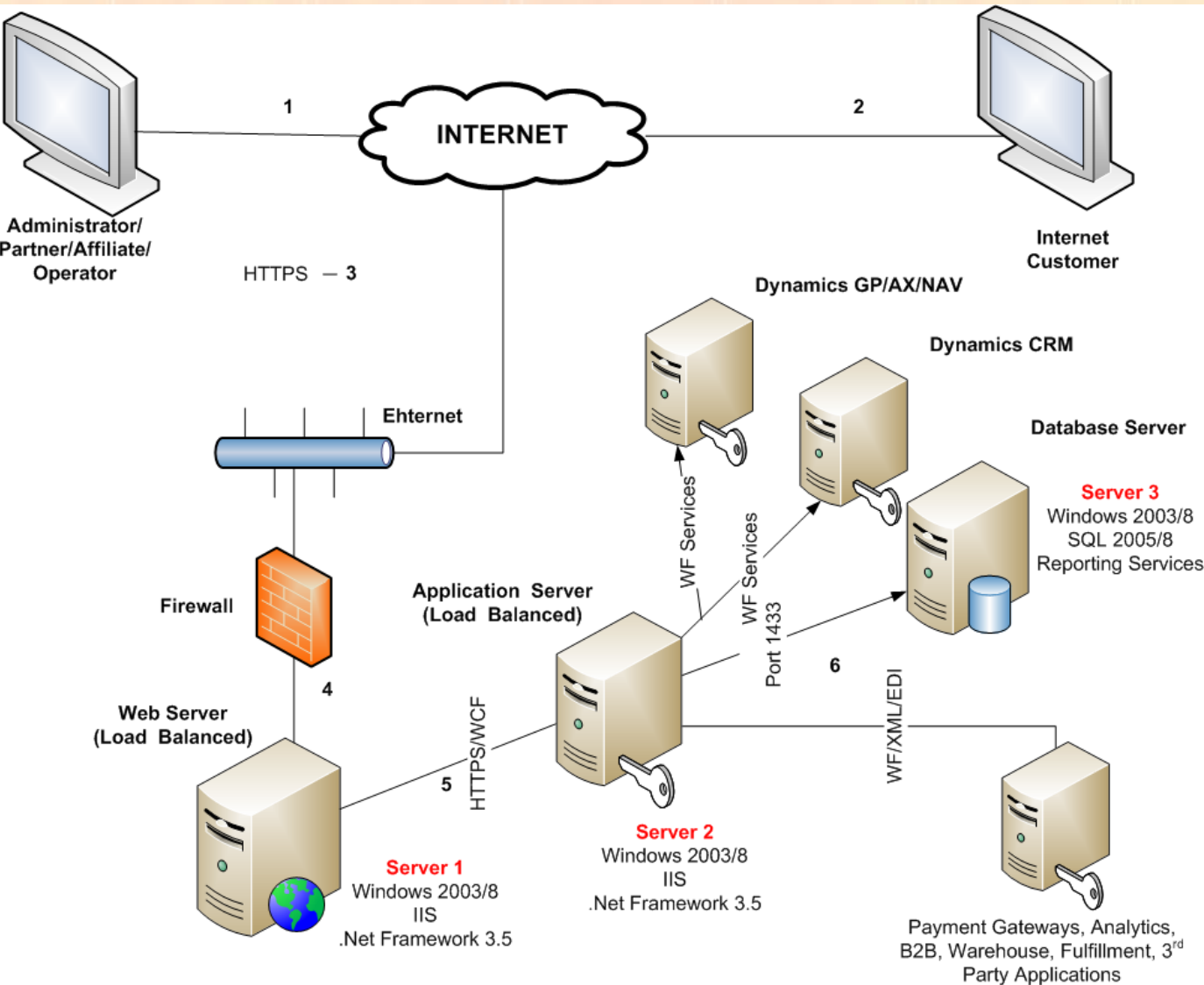


- eCommerce Platform: Aivea Commerce Server
- eMail Marketing: Exact Target / CheetahMail
- Affiliate Programs: Commission Junction / LinkShare
- Customer Relations: Microsoft CRM
- Finance/Warehouse: Microsoft AX/NAV/GP
- Reviews: Power Reviews / Bazaar Voice
- Marketing: Microsoft CRM
- LiveChat: LivePerson

- Monitoring: Gomez
- Analytics: Omniture, Google, WebTrends
- Comparison: Google Product Search, Yahoo Shopping, NextTag etc.
- SEO Tools: SEOMoz
- Imaging/Zooming: Scene7/Silverlight
- Searchandizing: Endeca, ACS Internal
- Load Balancing: F5



Implementation Architecture



Performance and Scalability

- Enterprise 3 Tier Platform (Web, App, DB)
- 1 Database Server (32 GB RAM), 1 Application Server (16 GB RAM), 1 Web Server (16 GB RAM)
 - ~1K Simultaneous Users w/o “think time”, 3 orders/sec, No caching
 - Windows Server 2008 and SQL Server 2008 (64 Bit Enterprise)
 - Visual Studio Team System Test Suite based Performance and Load Test Platform
- Configurable WCF based Service Layer for Scalability
- All SQL calls paged for performance, 3rd Normal database schema, data full text indexed

- Conversion
- Customer Reviews
- Customer Service
- eMail Marketing
- Merchandizing
- RIA – Videos, Zoom
- SEO
- Search Marketing
- AJAX
- Shopping Cart Abandonment
- Social Media Marketing
- Usability
- Web Design
- Analytics
- Integrated eCommerce, CRM and ERP



- Key elements of a brand
 - Differentiation
 - ACS allows you to clearly distinguish your product from all others
 - Relevance
 - Degree to which product offers utility to a potential customer
 - Perceived value
 - ACS user interface experience and operational excellence is a key element in creating your brand that has value

Catalog Management

- Unlimited Products, Categories, Brands, Departments
- Support Millions of Products and 100s of Orders per Minute
- Tie products to categories to shops
- Allow for hidden groups
- Complete product control – images, category mappings, meta desc, options (custom and regExValidate)
- Featured & hot market flags
- Discounting (rewards club), spring and sale pricing
- Product exclusions by partner and/or category
- One click buy and buy anywhere (not just detail page)
- “Phantom” products that aren’t shippable – Rewards club membership
- Navigation ads by category and/or product
- Exporting capabilities

Order Management

- Route Orders to Suppliers and Drop Shippers
- Generate Shipping Label for UPS, USPS, FedEx and DHL using eShip Enterprise
- Search via order #, customer email, customer name and any custom field
- Edit\refunding\returns
- Integration with back-office ERP and CRM systems
- Customizable Roles
- Tracking and Change Logs
- Audit trails
- Dashboards

Payment Management

- PCI Level 1 and PCI-DSS Compliance
- Account balances
- Coupons and Gift Certificates
- PayPal, Google Checkout
- VeriSign, CyberSource, Authorize.NET, iTransact, PaymentTech
- Back-office web service calls for payment processing.
- Fraud Management

Content Management

- Content Zones by category\product\page
- WYSIWYG editing for in-house marketing team
- Straight to page
- Custom pages (Help Desk etc.)
- Flash Integration
- Silverlight Modules
- Media Embedding and Rich Internet Application Environment
- One Click Publishing

- Comprehensive brand management and loyalty system
- Integration to social networking web portals
- Business to Consumer (B2C)
- Business to Business (B2B)
- Business to Government (B2G)
- Business to Employee (B2E)
- Enterprise Intranet / Extranet websites
- Any other type of custom solution requiring combined content and e-commerce business needs

Shipping Management

- Aivea® eShip Integration (Rates, Tracking and Labels)
- International country\state
- Drop-ship + custom messages
- Pricing by carrier
- APO, Business, PO Box
- Shipping Labels
- Personalized messages
- Address validation
- Tax rates

Reporting

- SQL Server Reporting Services (SSRS) based Business Intelligence Reports
 - Ad-hoc and Scheduled Reports
- Over 25 Built-In Reports
- Design New Reports without code changes using web-based SQL Report Designer
- Excellent Operational Management features using the Administration Module

Marketing and SEO

- Meta description batch processing at category and or product level
- Browser/Page titles
- “NO FOLLOW” and other bot tags
- Navigation control
- Custom Control rendering
- Site maps
- Page layout control
- Source tracking
- A/B Testing
- Mass email generator
- Feeds (partner specific, comparison sites, etc)
- Custom pages
- Contest page/mgt
- SEO URL rewriting (Custom and Pre-defined)



ERP/CRM Integration Features

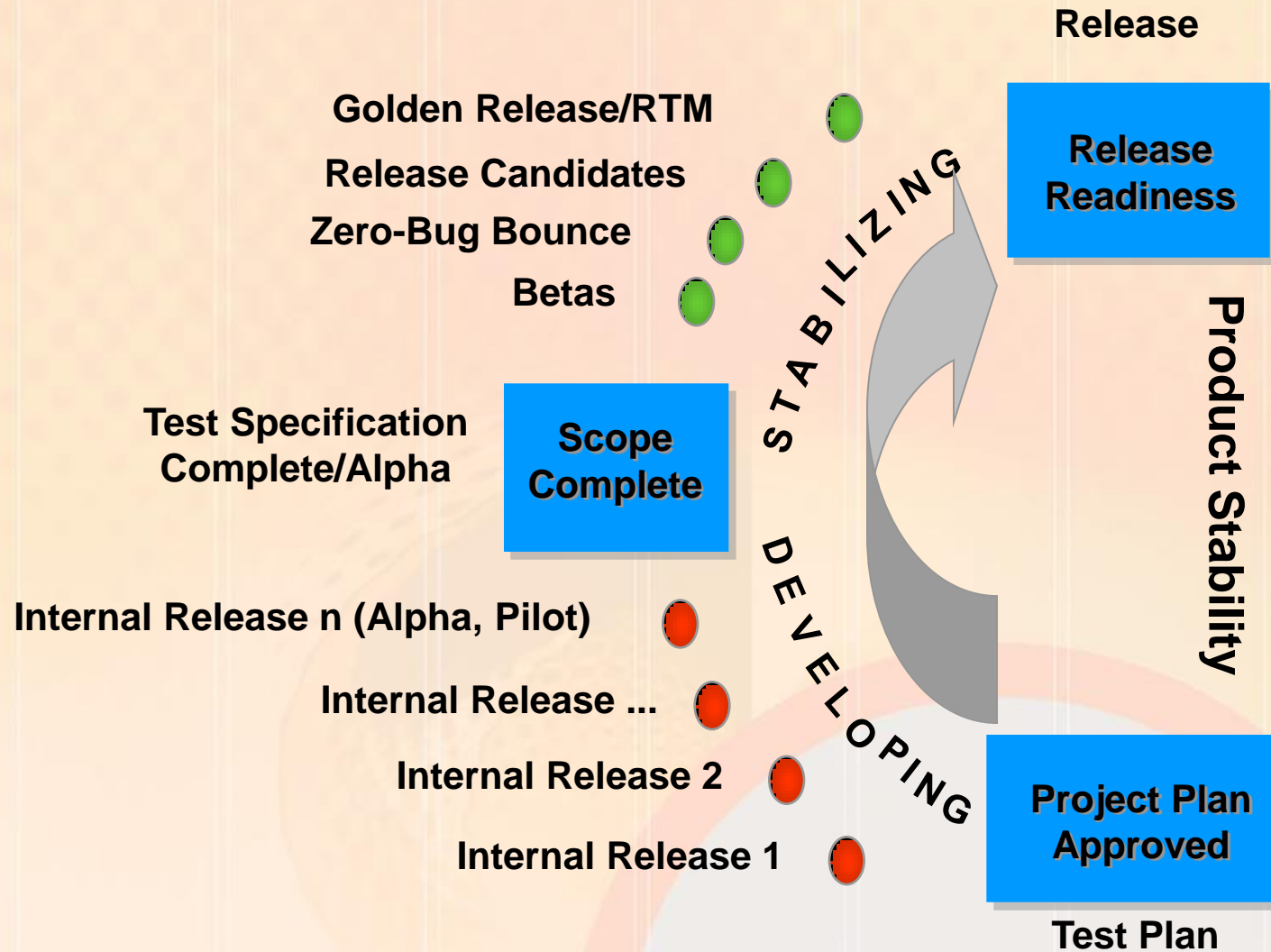


- Customer cart, order history, tracking, profile, forgot password, favorites, etc
- Personalization throughout site
- Search support – auto routing and drill-down
- Integration using Windows Workflow (WF) Services
- BizTalk Integration to enterprise ERP, CRM and Supply Chain Applications

64 Bit Hosting Requirements

- ACS Web Server (2 Processors, 4 GB RAM)
- ACS Application Server (4 Processors, 8 GB RAM)
- ACS SQL Server 2005/2008 (4 Processors, 8 GB RAM)
- Storage – DAS, RAID 10, SAN
- SLA – 99.9, 99.95, 99.99, 99.999
- Windows 2003/2008 64 Bit
- Microsoft.NET Framework 3.5

Aivea Agile Release Process



Aivea Values

- Customer Orientation
- Expertise
- Innovation
- Quality
- Client Value Creation
- Integrity

- Defines, Designs and Delivers Microsoft Technology Driven Business Solutions
- 100+ Highly Skilled and Professional Engineering Staff
- 45 Microsoft Certified Professionals
- Software Development offices in Portland, Seattle, San Francisco, New York and International Technology Park in Bangalore, India
- State-of-the-art Hardware and Software Infrastructure
- Award Winning Microsoft® Gold Certified Managed Partner
- Over 2000 deployments for .NET based E-Commerce and Shipping & Supply Chain Management Products
- Over 50 Active Software Services Clients
- Clients include enterprises such as Intel, Sharp, Raytheon, Xerox, Verizon Wireless, AAA, Boeing and Small to Medium sized businesses

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