



Patricia Seybold Group

Strategic Consultants & Thought Leaders

ATG Enterprise Commerce Suite

ATG's B2B Offering Delivers Bottom Line Benefits

By Mitchell I. Kramer
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Prepared for ATG, Inc.

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ATG Enterprise Commerce Suite

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Prepared for Art Technology Group by Patricia Seybold Group

Low Risk, Realistic, and Attainable Benefits

The Time Is Right

So, you're an organization considering electronic commerce. You couldn't have picked a better time. Today, costs are well understood, benefits are realistic and attainable, and implementation risks are extremely low.

Electronic commerce technology has matured in the six or seven years since its introduction. The Internet offers a solid underpinning that is now secure, reliable, and scalable. It's an environment perfect for online transaction processing. Literally thousands of companies are successfully doing business "on the Web." For them, the online channel of the Web has been a great complement to offline channels.

Selecting the software that automates and implements your business on the Web is key to controlling costs, maximizing benefits, and minimizing risks. The purpose of this white paper is to help you in the selection process.

ATG offers a software package called the ATG Enterprise Commerce Suite that might be an ideal fit for your electronic commerce initiative, especially if you're new to electronic commerce. We'll show you why.

This White Paper

This white paper is all about electronic commerce and its implementation by organizations. It's organized in four sections. In the first, we'll define and discuss B2B electronic commerce. In the second, we'll enumerate and describe the benefits that companies can achieve through its implementation. The third section is an examination of the requirements that software packages called e-commerce servers must address in order for the benefits to be realized. In the fourth section, we show how the ATG Enterprise Commerce Suite stacks up against these requirements and why it can deliver the benefits of B2B electronic commerce to your company.

What Is B2B Electronic Commerce?

Doing Business Electronically

In the context of this report, electronic commerce is the use of the Web for doing business. The Web may connect individual buyers using personal computers and various terminal and wireless devices or buyer organizations “represented” by online applications with the online applications of sellers. By doing business, we mean the set of tasks that make up a business *transaction* as well as the sets of marketing and customer service activities that create and maintain relationships between buyers and sellers and that promote goods and services. In other words, when you perform your marketing, sales, and customer service business processes over online facilities, you’re doing electronic commerce.

Business-to-Business Electronic Commerce

When buyers are businesses, or represent businesses, we characterize electronic commerce as business to business or “B2B.” Sellers are *always* businesses. As with electronic commerce in general, B2B electronic commerce includes transactions as well as marketing, sales, and customer service activities:

- **TRANSACTIONS.** For manufacturers, B2B transactions are performed through the exchange of business documents such as purchase orders and invoices between pairs of trading partners whose relationship is represented by a *contract*. The contract specifies the products, prices, and terms and conditions of doing business between two particular partners, one a buyer, the other a seller.
- **SALES.** B2B e-commerce sales activities lead to transactions. Sales activities involve the navigation of online catalogs by buyers looking for the products that they’d like to purchase either within the terms and conditions of a contract or on an ad hoc basis. Sales activities may involve the online configuration of build-to-order products through the use of visual tools.
- **CUSTOMER SERVICE.** B2B e-commerce customer service activities involve the account management and order management tasks that support your relationships with your customers. Within account management, administrators maintain information about the buyer employees involved in purchasing and purchasing administration, setting user IDs and passwords, profile information, and purchasing authority limits. When these administrators are buyer personnel, B2B e-commerce enables self-service account management—a very efficient and cost-effective approach. Within order management, buyer personnel can make online inquiries about pricing, inventory, or order status or about order details and order histories.
- **MARKETING.** B2B e-commerce also supports the direct-marketing activities that acquire new customers, retain the right existing customers, and promote products, as well as the indirect marketing or channel activities such as partner education. Where transactions as well as sales and customer service activities are driven by customers, marketing activities are driven by sellers.

B2B electronic commerce follows the same business cycle as your cycle of doing business through other touchpoints such as your direct-sales force or your call center.

Typically, marketing activities designed to acquire new customers start the cycle. They're followed by sales activities and then by transactions. Customer service activities follow your initial transaction with a customer and continue through the lifetime of that customer's relationship with you. Then, marketing designed for customer retention and product promotion begins and, as with customer service, continues throughout the lifetime of the customer relationship. Illustration 1 shows the activities of B2B electronic commerce.

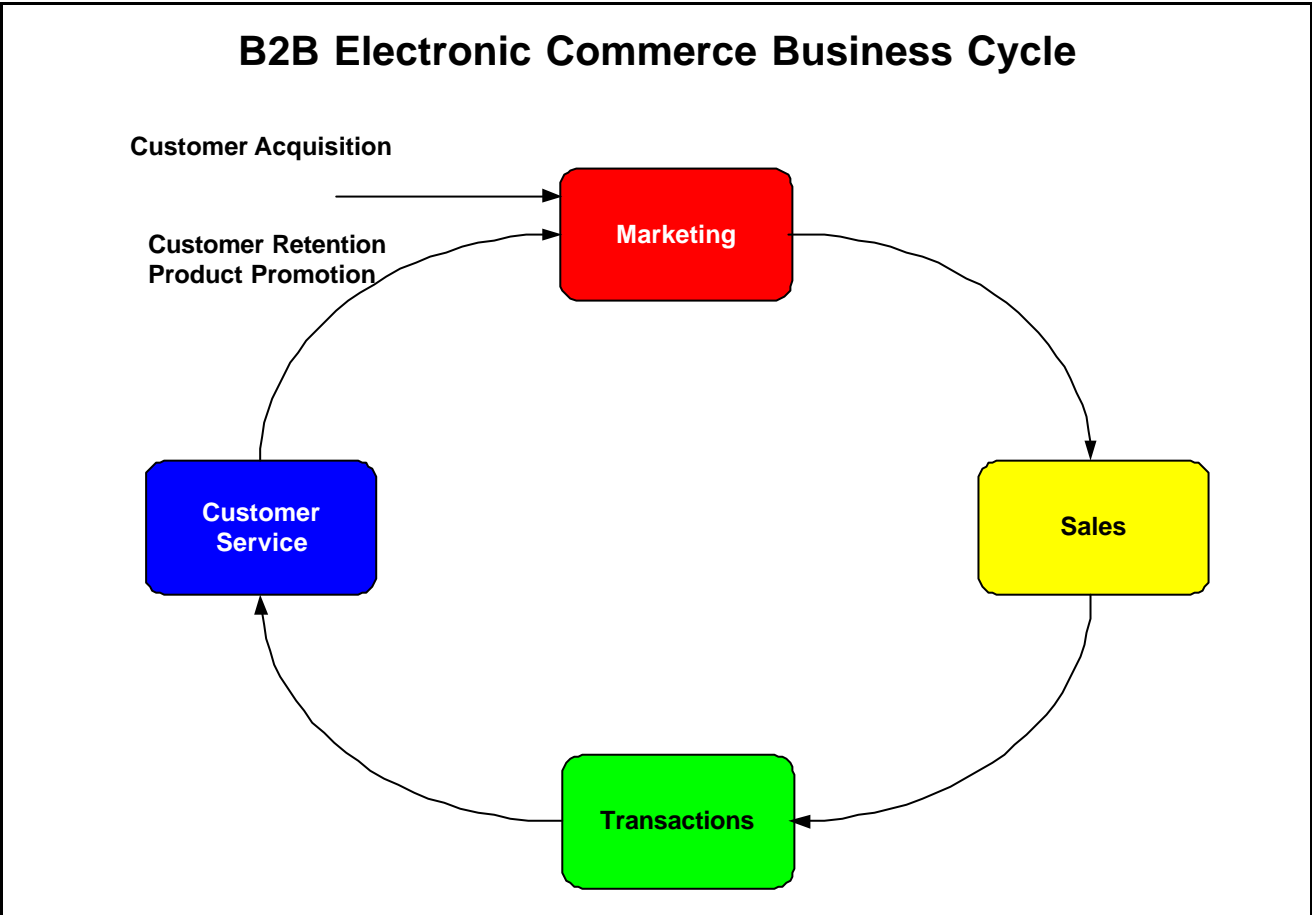


Illustration 1. This illustration shows the B2B electronic commerce business cycle of customer acquisition marketing, sales, transaction, customer service, customer retention and product promotion.

Benefits of B2B Electronic Commerce

Money, Time, and Quality

B2B electronic commerce, like any approach to doing business, can deliver three types of benefits: money, time, and quality. Money benefits are increased revenue and/or decreased cost. Time-savings benefits are faster cycle times and better responsiveness. Quality benefits are improvements to business processes that result in higher product quality or, more importantly, a better customer experience, improving customer satisfaction and growing the relationships with customers. Let's examine the specific benefits that we've seen B2B electronic commerce deliver to manufacturers:

- **TIME SAVINGS.** Time-savings benefits accrue directly as a result of the business process automation and customer self-service of B2B electronic commerce. By eliminating manual operations and letting customers help themselves, manufacturers can reduce the time required for tasks such as order capture and order entry and can provide better responsiveness to customer requests.
- **IMPROVED QUALITY.** B2B electronic commerce can improve the quality of transactions, sales, customer service, and marketing processing from the perspectives of performance, reliability, and customer satisfaction. Quality benefits can translate to money benefits. For example, more satisfied customers are more loyal customers, and more loyal customers are more profitable.
- **INCREASED REVENUE.** In today's economy, the money benefit of increased revenue is hard to achieve. Until we turn around from the current recession, it will be tough to justify B2B e-commerce through increased revenue, but indications are that you can begin to look forward to this top-line benefit in the near future.
- **DECREASED COST.** Decreased cost has been proven to be the key benefit that manufacturers have achieved through B2B electronic commerce. It's a bottom-line benefit that many ATG Enterprise Commerce Suite customers have been able to demonstrate in their use of the product. It will be our focus in this white paper.

Decrease Cost

Decreased costs are the most significant and most easily-qualified benefit that B2B e-commerce can deliver to manufacturers, especially in today's economy. Not only can you decrease your costs in several areas, but you can decrease your customers' costs of doing business with you. For example, B2B e-commerce can reduce your:

- **TRANSACTION COSTS.** Within an electronic commerce system, orders are automatically captured and entered. Once your customers approve a purchase order and send it to your system, order capture and order entry are performed by software, reducing or eliminating error-prone and manual-processing-intensive paper and fax orders. Errors in order capture and order entry can be very costly. For example, they may result in dissatisfied customers, the return of goods to their manufacturers, and wasted working capital. Electronic commerce transaction processing can reduce costs

because it's faster and more consistent than the transaction processing performed through any other touchpoint.

- **SALES COSTS.** B2B electronic commerce systems are automated, online salespeople. They can take orders any time of the day or night. They don't have vacations or sick days. Manufacturers have used electronic commerce most effectively to perform routine and repetitive sales tasks such as filling out order forms, freeing skilled salespeople to address critical customer issues and complex sales tasks such as building relationships and collaborating with customers.
- **CUSTOMER SERVICE COSTS.** By providing online, self-service pricing, inventory-status and order-status information, self-service order management, and self-service account administration, B2B e-commerce has helped manufacturers reduce customer service costs. Analogously to sales, B2B e-commerce frees skilled customer service personnel from routine and repetitive tasks and enables them to focus on critical and complex issues.
- **MARKETING COSTS.** Online facilities for marketing campaigns are less costly than other marketing channels. For catalog sellers, online catalogs are cheaper to create and maintain than are hard-copy catalogs. Distribution costs for electronic catalogs are much lower as well. There are no shipping and handling charges or delays, and the costs of the carrier are lower, too. In addition, because the cost of online marketing is so much lower than costs for offline marketing, online facilities can be used to help reduce inventory costs by offering discontinued or refurbished products to highly-refined target markets, an approach too costly to justify through offline channels. Also, online facilities are much more dynamic than offline facilities. Prices can be changed at virtually no cost and with little or no lead time, enabling marketers to respond to market conditions effectively and efficiently. Also, e-commerce can make pricing more dynamic. Prices for printed catalogs must be committed several months ahead of catalog publication, while prices for online catalogs can be changed right up to the point of publication and even after the catalog is published. Dynamic pricing can increase margins.

B2B manufacturing sellers can also decrease the cost of doing business for their customers. For example, B2B electronic commerce can implement and automate purchasing processes, reducing costs significantly by enforcing purchasing contracts and minimizing maverick purchasing. In their replacement and automation of many manual processes, these systems can also increase efficiency and effectiveness. In addition, electronic commerce can improve inventory management; the quick and easy promotion of small quantities of obsolete inventory and refurbished products in online catalogs can reduce inventory write-offs and save warehouse space.

B2B Electronic Commerce Application Software

Software Packages that Automate and Implement Electronic Commerce

Application Packages

E-commerce servers are software packages that implement the transactions and the sales, customer service, and marketing business processes of B2B electronic commerce. They are software products that implement and automate doing business online. They do for electronic commerce what products like SAP R/3 does for enterprise requirements planning (ERP) functions or what Oracle Financials does for accounts payable, accounts receivable, general ledger, and order management. They are the buy alternative to the build option of developing, integrating, and implementing the e-commerce business processes with development tools.

E-commerce servers first came to market in 1995. These are widely-used and well-proven products—they drive tens of thousands of electronic commerce sites—that have long since eliminated the build option of build vs. buy decision with their rich functionality, high levels of performance and scalability, support for 24x7 availability, and excellent integration with back-office systems. One of the first steps in your approach to B2B e-commerce should be the selection of the e-commerce server that's best for you.

Implementation Benefits

The selection and implementation of the software that implements your e-commerce site can result in maximizing the benefits of B2B e-commerce, especially in the area of decreased cost. Choosing the one that's best for you accrues additional money, time, and quality benefits including:

- **SHORTENED TIME TO MARKET.** Software suppliers have done the development for you. All that's required for implementation is customization and integration. We know that customization and integration can require significant time and effort, but typically much less than does in-house development of the entire system. In addition to the software that implements e-commerce functionality, many e-commerce software packages also include samples or reference implementations that you can reuse in your own site or use as learning aids. These reference implementations can shorten time to market dramatically, especially when they reflect companies similar to yours.
- **DECREASED COSTS.** The right e-commerce server can decrease implementation and ongoing IT costs by leveraging your investments in the applications that support e-commerce and your investments in IT infrastructure. The applications that support e-commerce are the same applications that support your other marketing, sales, customer service, and transaction applications—inventory, order management, logistics, and financial systems, for example. IT infrastructure comprises the technologies and technology standards that aid the deployment of e-commerce applications, that speed their integration with supporting applications, and that provide application services such as databases and content management systems. The ideal e-commerce software package for your installation would slide into your IT

environment without requiring the purchase, implementation, and support of any additional application or infrastructure resources.

Requirements for B2B Electronic Commerce

Expert Analysis

At Patricia Seybold Group, we've been analyzing electronic commerce application software packages since their 1995 introduction and have been publishing our analyses of them since 1996. We're continually evaluating new products and new versions of the existing products and refining our short list of the leaders. We know, in depth, the capabilities of most e-commerce server products and the requirements for their usage. Many companies, including all types of manufacturers, have successfully used these analyses and our evaluation approach in their e-commerce software package selection.

Functional Requirements

The capabilities that a product offers—its functionality—has been the primary selection criterion for software products for as long as we can remember for as many types of products that we've analyzed, and we've been analyzing software for over 20 years! Electronic commerce servers are no exception. In the six or so years that they've been on the market, decision makers have chosen the ones with functionality that most closely reflects their companies' needs. Generally, the richer the functionality for a given market segment, the more widely accepted an electronic commerce server will be in that segment.

Virtually all e-commerce server products were introduced to support business-to-consumer (B2C) e-commerce, supporting the dot-com craze of the late 1990s. In the past two to three years, software suppliers have begun to adapt their offerings to support B2B. E-commerce servers that were built for B2C can be excellent foundations for B2B support, but their functional capabilities must be enhanced to address requirements that differ from consumer-oriented commerce. These enhancements must be made to transaction handling as well as to the implementation of the sales, customer service, and marketing business processes. In addition, B2B electronic commerce servers must also support B2B customer information and the contracts that represent the relationships between buyers and sellers. These functional requirements are described in more detail in Table A.

We characterize these requirements as functional requirements, but, within our analysis and evaluation framework, electronic commerce servers should also address administrative and architectural requirements.

Administrative Requirements

The key administration requirements are easy-to-learn and easy-to-use tools that enable business managers and even customers to manage e-commerce resources, support for globalization and localization, and the packaging of reference implementations. Companies, especially B2B organizations, do business globally. It's critical that their electronic commerce sites can be accessed in the languages and currencies of their customers. Packaged support for the localization of an electronic commerce site can save time and money in implementing your site. Reference implementations or samples are a

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terrific productivity aid. They can serve as learning aids for site designers, developers, and users. More significantly, they may be reused in your production site, saving you time and money in e-commerce implementation by providing pre-written code that can be reused.

B2B Functional Requirements	
Requirement	Description
B2B customer information	<ul style="list-style-type: none"> • Representation of accounts as customers • Representation of business units within an account • Representation of relationships among business units within an account • Association of buyer personnel with business units, multiple personnel per business unit, multiple business units for individual personnel
B2B customer relationships	Support for contracts between seller and buyers, including: <ul style="list-style-type: none"> • Contracts associated with B2B customer information entities, multiple contracts per entity and multiple entities per contract • Buyer personnel associated with contracts based on roles • Purchase authorities associated with buyer personnel • Role-based access to contract information • Role-based access to electronic commerce customer service functionality
Transactions	<ul style="list-style-type: none"> • Exchange of business documents: purchase orders, invoices, advanced shipping notices • Payment via purchase orders and invoices • Support for purchases within and without contracts
Sales	<ul style="list-style-type: none"> • Support or exchange of business documents: RFQs, quotes • Catalog navigation including browsing, searching, and comparing • Configurable products • Scheduled orders • Recurring orders
Customer service	Self-service inquiries on pricing and inventory status Self-service account management capabilities, including: <ul style="list-style-type: none"> • Update, add, delete account information • Update add, delete information on buyer personnel and buyer personnel roles Self-service order management capabilities, including: <ul style="list-style-type: none"> • Inquiries on order status • Inquiries on order details • Inquiries on order histories • Requesting and processing returns
Marketing	<ul style="list-style-type: none"> • Marketing campaigns for customer acquisition and retention and for product promotion

Table A. This table lists and describes the functional requirements for B2B electronic commerce servers.

Architecture Requirements

The key architecture requirements are in the areas of infrastructure and integration. Infrastructure is the set of runtime services on which an electronic commerce server is deployed. These services perform functions such as request handling, application processing, and database access. The infrastructure for electronic commerce servers should be Web application servers, ideally built on industry standards, either J2EE or .NET. Deployment on standard infrastructures can save time and money in the implementation and support of B2B electronic commerce. When an electronic commerce server can support a range of Web application servers, it's likely to support the one(s) that your installation is already using. Then, these benefits are maximized.

Electronic commerce servers are not standalone applications. To do e-commerce most efficiently and effectively, they must work seamlessly with many other applications. For example, a manufacturing seller's electronic commerce system should integrate with:

- Buyers' purchasing applications, accepting purchase orders and returning invoices
- Your own marketing, sales, and customer service systems, enabling you to provide a consistent customer experience across all the touchpoints through which you interact with your customers
- Your back-office systems such as inventory, order management, and financials, providing access to status information and streamlining transactions and sales and customer service business processes
- Integration with suppliers' systems for externally sourced orders

Integration is never an easy task, but electronic commerce servers can facilitate integration with packaged facilities that can reduce the time and cost.

Now, let's take a close look at how ATG Enterprise Commerce Suite 5.5 can be used to implement B2B e-commerce. We'll examine the product with our understanding both of the potential benefits that B2B electronic commerce can deliver and the requirements that e-commerce servers must address in order for you to achieve those benefits. We'll also highlight how a few manufacturing companies have actually achieved these benefits by implementing Enterprise Commerce Suite 5.5.

How Does The ATG Enterprise Commerce Suite Stack Up?

A Leading E-Commerce Server

First, independently of this white paper, we've identified ATG as offering one of the leading electronic commerce servers available today. We feel that the Enterprise Commerce Suite addresses the criteria of our evaluation framework as well as the best products available for two reasons:

- Enterprise Commerce Suite is widely-used and well-proven—800 customers and five major product versions.

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- ATG continues to offer innovative functionality and technology, especially e-business scenarios, and B2B capabilities.
-

Functional Requirements

Rich B2B Functionality

ATG positions the Enterprise Commerce Suite for the B2B market. The product offers excellent general-purpose commerce capabilities across the marketing, sales, and customer service business processes, and its new B2B functionality is very rich. We think that manufacturers will find it especially attractive. Table B provides our brief assessment of how well Enterprise Commerce Suite addresses B2B functional requirements.

B2B Functional Requirements		
Requirement	Requirement Description	Enterprise Commerce Suite 5.5
B2B customer information	<ul style="list-style-type: none"> • Representation of accounts as customers • Representation of business units within an account • Representation of relationships among business units within an account • Association of buyer personnel with business units, multiple personnel per business unit, multiple business units for individual personnel 	<ul style="list-style-type: none"> • Organization entities represent customer accounts. • Organizations may have any number of organizational entities and organizational entities have specified relationships with each other. • Personnel are associated with organizations, with organizational entities, or with organizational entities.
B2B customer relationships	<p>Support for contracts between seller and buyers, including:</p> <ul style="list-style-type: none"> • Contracts associated with B2B customer information entities, multiple contracts per entity and multiple entities per contract • Buyer personnel associated with contracts based on roles • Purchase authorities associated with buyer personnel • Role-based access to contract information • Role-based access to electronic commerce customer service functionality 	<ul style="list-style-type: none"> • Contracts represent relationships between buyers and sellers. They are associated with one or more organizational entities within an account, and an organizational entity may have multiple contracts. • Contracts contain multiple catalogs and multiple price lists. Pricing is determined by business rules. • Buyer personnel are associated with contracts. Roles and privileges assigned to individuals or groups determine what e-commerce functions may be performed and what information may be accessed. • Basic role-based purchasing restrictions and approval processes are packaged in the business commerce solution set.
Transactions	<ul style="list-style-type: none"> • Exchange of business documents: purchase orders, invoices, advanced shipping notices • Payment via purchase orders and invoices • Support for purchases within and without contracts 	<ul style="list-style-type: none"> • Buyers may transfer purchase order or requisitions to seller to request transactions and make payment. No support is packaged for sending invoices or bills to buyers. Payment may also be made by credit/debit cards. • Purchases may be made both within and without contracts.

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B2B Functional Requirements <i>(continued)</i>		
Requirement	Requirement Description	Enterprise Commerce Suite 5.5
Sales	<ul style="list-style-type: none"> • Support or exchange of business documents: RFQs, quotes • Catalog navigation including browsing, searching, and comparing • Configurable products • Scheduled orders; recurring orders 	<ul style="list-style-type: none"> • No support is packaged for RFQs and quotes. • Catalog navigation includes browsing, searching, and comparing, as well as historical navigation and direct lookup. • No packaged support for configurable products, although configuration support is provided through integration with partner products. • Both scheduled and recurring orders are supported.
Customer service	<p>Self-service inquiries on pricing and inventory status</p> <p>Self-service account management capabilities, including:</p> <ul style="list-style-type: none"> • Update, add, delete account information • Update add, delete information on buyer personnel and buyer personnel roles <p>Self-service order management capabilities, including:</p> <ul style="list-style-type: none"> • Inquiries on order status • Inquiries on order details • Inquiries on order histories • Requesting and processing returns 	<ul style="list-style-type: none"> • Self-service inquiries are supported for pricing, inventory status. • Self-service account management capabilities include managing customer information, contract information, and personnel information. • Self-service order management capabilities include inquiries on order status, order details, and order histories and requests for returns processing.
Marketing	<ul style="list-style-type: none"> • Marketing campaigns for customer acquisition and retention and for product promotion 	<ul style="list-style-type: none"> • Marketing campaigns for all purposes are supported through scenarios.

Table B. This table lists and describes the requirements for B2B electronic commerce servers.

As you can see from Table 2, the ATG Enterprise Commerce Suite addresses most of our functional requirements with out-of-the-box capabilities. To be fair, there are a few areas where it does not package required functionality. For example, within the sales process, there's no support for the exchange of RFQs and quotes. In addition, the product offers limited support for configurable products. Advanced shipping notices aren't supported either. Note, however, that ATG does have customers that have implemented these capabilities through custom development. On the other hand, in many areas, we'd have to say that the product exceeds our requirements, particularly B2B customer information, B2B customer relationships, and scenario-based self-service marketing and customer service.

FUNCTIONAL BENEFITS. Overall, the breadth and depth of Enterprise Commerce Suite's B2B packaged functionality will enable you to achieve both shortened time-to-

ATG Enterprise Commerce Suite

market and decreased-cost benefits. Its rich capabilities will shorten the time to take your e-commerce to market because you'll be spending less time doing custom development to modify and extend the product. And less custom development means decreased costs.

For example, a large global Publisher of Children's Books sells its products indirectly through a network of channel partners. Through its implementation of Enterprise Commerce Suite, the publisher has achieved significant decreased cost benefits by processing orders through its electronic commerce site. These benefits have resulted from the speed and accuracy of online-order-capture from both consumers and channel partners and the reduction of order-entry errors by moving manual processing to the Web.

We stated above that B2B customer information, B2B customer relationships, and scenario-based self-service marketing and customer service are three areas where Enterprise Commerce Suite exceeded functional requirements. These are also three areas where the benefits of shortened-time-to-market and decreased cost are the greatest. Let's take a closer look.

B2B Customer Information

Customer information is a critical resource for e-commerce servers and one of the most important functional requirements. That's why it's at the top of the list. The best customer information combines a large set of predefined entities, relationships, and attributes with the ability to modify predefined information structures or create new ones. Customer information must also be able to reflect completely the organization and business relationships of B2B customer accounts. ATG Enterprise Commerce Suite's customer information addresses all these B2B requirements extremely well. Out of the box, there's nothing missing, and any of the information may be modified or extended, not by database administrators, but by business managers using highly visual tools.

B2B Customer Relationships

The information that represents the relationships between buyers and sellers is another critical B2B e-commerce requirement, and the ATG Enterprise Commerce Suite represents these relationships as well as it represents customer accounts. Information structures for contracts, price lists, catalogs, and the personnel that administer and use them are rich and flexible. Significantly the names, contents, and relationships of this information are in line with business usage. So the business managers who manage the information will immediately feel comfortable with their tasks.

Roles and their privileges for function and information access are the *best of* this excellent information. For example, getting a little bit ahead of ourselves, the Business Commerce Solution Set, a comprehensive reference implementation packaged with the ATG Enterprise Commerce Suite, makes good use of these capabilities (and you can reuse them in your site). Illustration 2 shows the Web page in which business managers administer these roles and privileges.

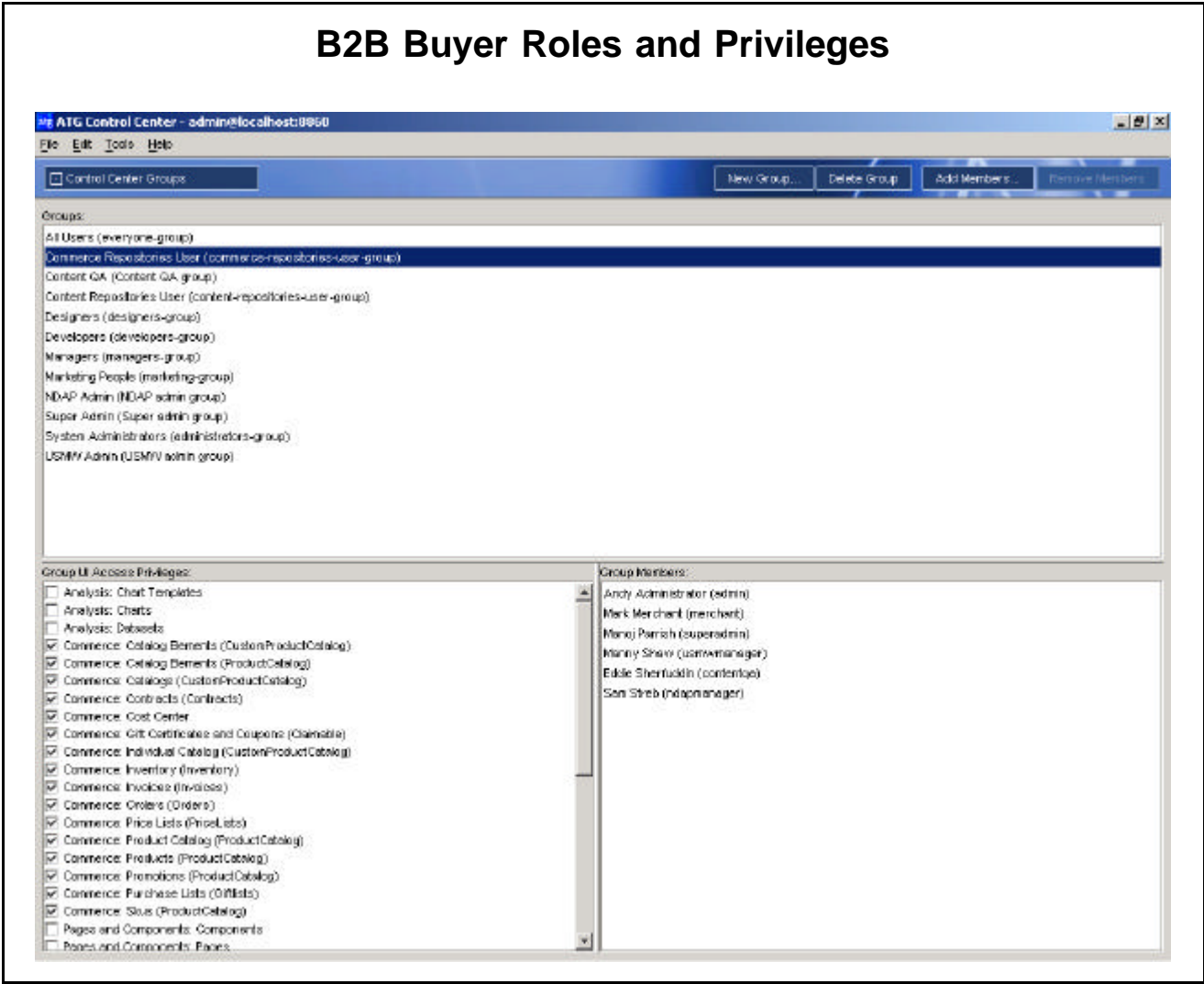


Illustration 2. This illustration shows the Web page through which business managers create and administer roles and privileges for buyer personnel.

Scenarios

Scenarios are automated sequences of business tasks that customers follow in order to accomplish their desired outcomes and that sellers use to implement marketing campaigns and sales and customer service programs. For example, a B2B customer might use scenarios for ordering a complex product like a vertical milling machine or getting technical support for its use. A marketer might use scenarios for the promotion of discontinued and refurbished products to a small and highly refined target market. The key characteristics of scenarios is that they comprise multiple tasks, not just single Web interactions, and that they're persistent across Web session, extending even to the lifetime of customer relationships. The Enterprise Commerce Suite is able to perform scenario-driven self-service marketing and customer service. We feel that, in scenarios, ATG offers one of the most innovative and useful e-commerce capabilities.

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Within the ATG Enterprise Commerce Suite, business managers create and implement scenarios with highly visual tools. Scenarios anticipate and track the customer actions as they navigate a B2B electronic commerce site and respond appropriately.

Scenarios are not a new concept. We at Patricia Seybold Group have been using scenarios in our consulting practice for over 10 years. We use them to help our clients understand how their customers want to do business with them in order make it easy for customers to do business with them. We've found that there's no better way to deliver great customer experiences that create stronger and more profitable customer relationships. ATG's scenarios can also be used to create workflows within the online e-commerce environment, automating buyers' purchasing processes as is implemented within the Business Commerce Solution Set.

Scenarios are a unique capability of Enterprise Commerce Suite, a capability that's packaged with the product. e-Business Scenarios, the ATG Enterprise Commerce Suite's Scenario Manager, can deliver every possible benefit of B2B e-commerce—decreased cost, shortened schedules, improved quality, and even increased revenue. For example, scenarios can decrease the costs of designing, developing, and implementing e-marketing and customer service initiatives.

Scenarios in Action at EMC

EMC, the Hopkinton, Massachusetts-based supplier of storage management systems, reports that *monthly* cost savings derived from using ATG software had grown to a level of *\$10 million* by August 2001. These savings have been achieved through the implementation of a project named Powerlink. Powerlink is an online, scenario-based approach for the marketing and sale of software maintenance contract renewals. It automates what had been a direct-mail marketing and call center sales approach. EMC determined the cost savings enabled by Powerlink by analyzing industry-standard benchmarks for service costs as well as its own internal data. Through improved organizational efficiency and significantly reduced costs in printing, mailing, distribution and call center, EMC estimates that the entire project investment was repaid in the first month after launch. Today, the company estimates that cost savings are continuing to increase at a level of 5 percent to 15 percent monthly.

Administrative Requirements

Tools for Business Managers

Enterprise Commerce Suite also addresses administrative requirements. Its ATG Control Center is a very visual and high-level toolset that enables business managers to create and manage every e-commerce resource. Control Center is especially useful for designing, developing, and maintaining scenarios.

Globalization/Localization

For globalization/localization, a single site can support multiple locales, and each locale has its own language implementation and currency. All the key languages are supported. This can be considered a mandatory requirement. Any electronic commerce that you acquire will offer localization.

**Business
Commerce
“Solution Set”**

The Business Commerce Solution Set is the outstanding administrative capability for delivering the benefit of improved time to market. It’s a complete and comprehensive B2B site for a fictitious automotive parts manufacturer, named Motorprise, that markets to, sells, and supports both direct customers and indirect channel partners. It implements all of ATG’s B2B capabilities and even extends them with some practical and very useful examples. ATG calls it a “business solution set,” not a sample site. The one that we like best is the scenario-driven purchasing approval process. Illustration 3 shows this scenario. The Business Commerce Solution Set extends the B2B capabilities and information structures of the ATG Enterprise Commerce Suite. You’ll reuse this one.

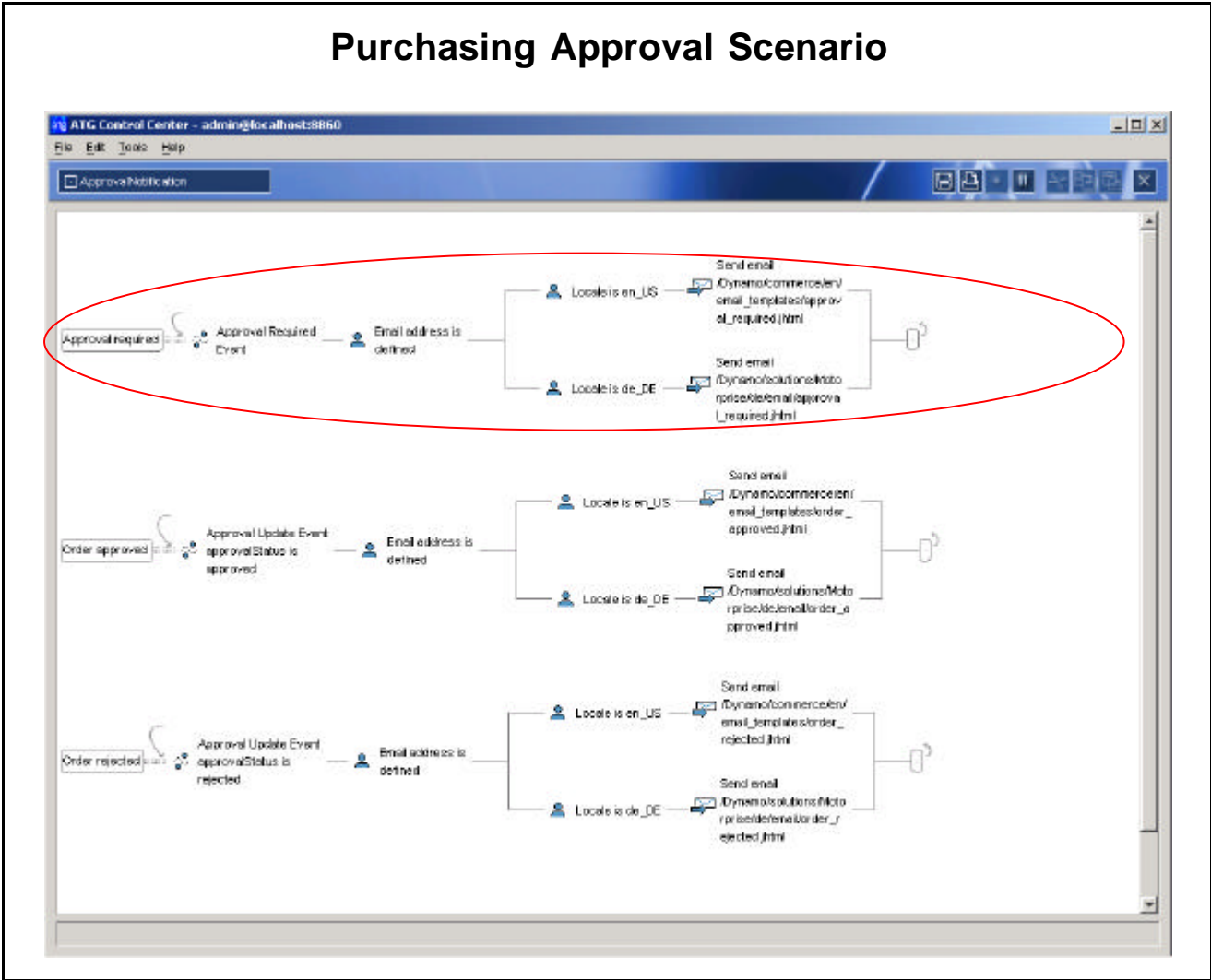


Illustration 3. This illustration shows the purchasing approval scenario of the ATG purchasing approval process.

SAMPLES BENEFITS. The Business Commerce Solution Set implements just about every aspect of B2B e-commerce. You’ll be able to leverage Motorprise to understand general concepts of B2B e-commerce, to understand how those concepts are implemented

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by ATG Enterprise Commerce Suite, and even to reuse Motorprise components in your e-commerce site. The Business Commerce Solution Set can accelerate training and reduce custom development. Its use will get you to market faster and reduce the costs to get there.

Architecture Requirements

J2EE Infrastructures

ATG 5.5 deploys J2EE infrastructures. Notice that we said infrastructures, plural. While most electronic commerce servers deploy on a single infrastructure, Enterprise Commerce Suite deploys on BEA WebLogic, IBM WebSphere, iPlanet Application Server, Hewlett-Packard hp netaction, and Oracle 9i Application Server as well as ATG's own J2EE-certified Web application server. They are the leading Web application servers (and even one that's not so widely-used). You've probably standardized your IT architecture on one of these. Implementing Enterprise Commerce Suite will let you leverage that standard.

INFRASTRUCTURE BENEFITS. The benefits that accrue from ATG's support for multiple Web application servers are decreased costs in software licensing, training, staffing, implementation, and support, or avoiding the acquisition of an electronic commerce-dependent Web application server. There's also the benefit of a shorter implementation time for ATG.

Integration

ATG offers very good integration capabilities through its ATG Dynamo Business Integrator (DBI) and ATG Dynamo Application Integrator (DAI) capabilities. These facilities implement the two styles of integration required for B2B electronic commerce. DBI implements B2B process integration-style integration through the exchange of XML-encoded business documents. It's the key to implementing B2B transactions with customers and suppliers. More specifically, DBI supports ebXML-, cXML-, BizTalk-, and RosettaNet-encoded documents and their HTTP(S) exchange across the Internet. DAI provides "EAI-style" real-time, synchronous application-to-application integration between ATG Enterprise Commerce Suite and a wide range of packaged software, including the ERP and CRM applications from SAP, PeopleSoft, Siebel, and JD Edwards. These are packaged integrations that minimize development on the Dynamo side of the integration interface. DAI also provides tools for customized integrations.

INTEGRATION BENEFITS. DBI's integration capabilities enable the exchange of business documents between sellers and customer and between sellers and suppliers. Little or no custom development beyond accommodating document format and content is required. Implementation time is shortened, and the costs of custom development are avoided. DAI's integration capabilities deliver the same benefits of shortened implementation time and cost avoidance. Effective electronic commerce requires the integration of back-office systems for sales and customer service functions. And that's what DAI does.

For example, a Fortune 250 manufacturer of consumer electronic devices has used DAI to integrate its SAP R/3 ERP system with Enterprise Commerce Suite in order to provide

online customers with self-service access to pricing information, inventory availability, and order status. As a result, customer support costs have been decreased, customer satisfaction has been improved through faster and more direct access to this information, and customer service reps can now focus on handling more complex and more urgent requests.

Deliver the Benefits of B2B Electronic Commerce for Your Company

The Time Is Now

In this white paper, we've defined B2B electronic commerce and discussed how it can be accomplished. We've listed and described the benefits that companies like yours can achieve through its implementation, especially decreased cost through automated, error-free order capture, order entry and transaction processing. We've also given you a requirements-based approach that you can use to select the electronic commerce software package best for you—one that, in its implementation, will attain shortened-time-to-market and decreased-cost benefits.

We hope that you'll use the approach now because, as we stated at the start, the time is right for B2B electronic commerce.

Consider ATG

We've also shown that the functional, administrative, and architectural capabilities and characteristics of the ATG Enterprise Commerce Suite stack up very well against our requirements framework and why we feel that this product can deliver the benefits of B2B electronic commerce. More importantly, we've shown that companies like yours have actually achieved these bottom line benefits.

So, the time is now for electronic commerce, and ATG Enterprise Commerce Suite can be the right electronic commerce software product for you.