



# KeyCommerce Enterprise Server

## White Paper

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## Executive Summary

Enterprises today need to extend their reach, increase revenue while reducing their costs, and lower their response times by providing easy-to-access services to their customers and partners. The majority of e-commerce vendors such as Ariba, Commerce One, Oracle, SAP, I2, and others have focused on cost reduction by providing Buy Side, Supply Chain Management and e-Procurement products. On the sell side, including the field of Order Management, there is little of substance from these vendors, leaving it up to clients to kludge together multiple software products never designed for Order Management. The fact is that the major e-commerce software vendors have largely ignored Order Management because it is difficult and complicated.

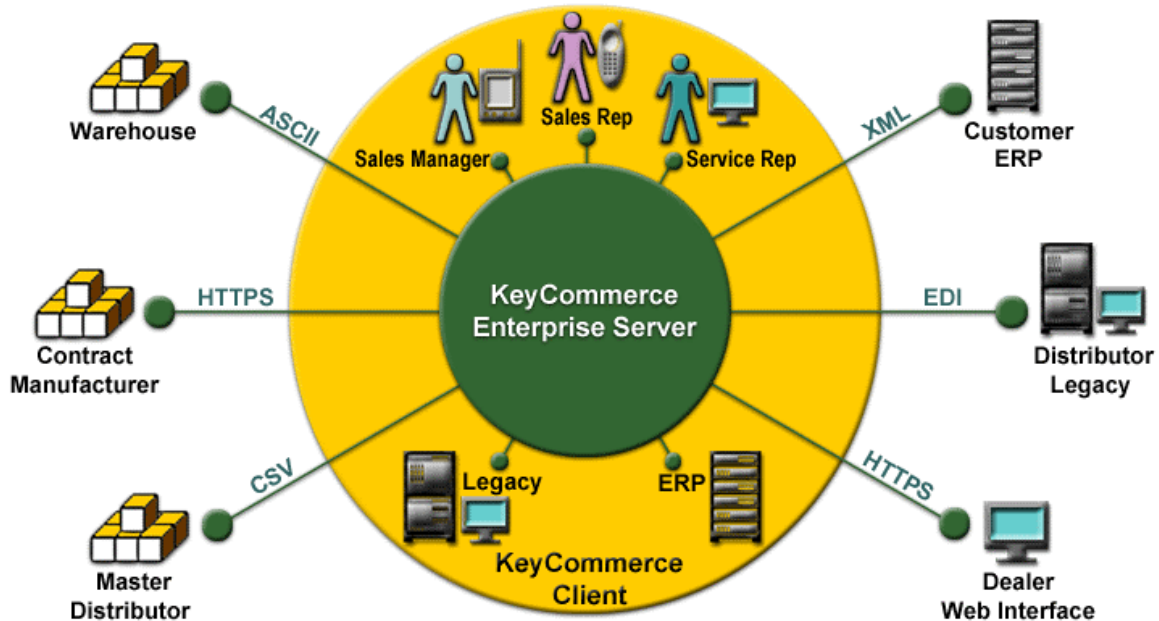
KeyCommerce has focused on Order Management functionality for the past several years gaining experience through its B2B sell side implementations on multiple platforms. It is one of the first companies to provide a comprehensive software solution to meet the challenges of selling thru, managing and enabling a complex sales and distribution channel in the B2B space. KeyCommerce is the first company to offer a solution that is open standard architecture J2EE 1.3 and EJB2.0 compliant. It also is the first company to offer the option of licensed source code to customers for ease of integration to meet their needs.

The KeyCommerce solution, ***KeyCommerce Enterprise Server (KCES)***, enables large, global manufacturers, distributors and retailers to manage all aspects of Internet and legacy-based order processing, allowing them to engage in B2B e-commerce with significant competitive advantages. Our software creates the infrastructure necessary to allow global enterprises to aggregate traditional and e-business transactions with distributors, dealers and end customers, resulting in greater efficiency and management control. Our customers will have the ability transact commerce globally, in a secure manner, and in real time.

KCES has been designed from the ground up to support complex relationships and provide the ability to efficiently aggregate orders from the Internet and other channels into existing ERP, CRM and Legacy systems, even across organizational boundaries. The result, to our clients, is a reduction in the cost of distributing products, and enhanced ability to service customers. KCES provides modules to manage orders, payments, inventory, products, catalogs, and customer accounts. KCES performs an important aggregation function by providing a single system that all customers and partners can use to transact business regardless of system type or format.

The KeyCommerce KCES suite of e-business solutions includes the KCES V2.0 and the soon to be released KCES V3.0. KCES V2.0 presents a strong starting point to build enterprise-scale J2EE compliant B2B systems. This product provides a common set of business features and functionality that is essential for integrating sell-side and fulfillment processes.

KCES V3.0 is an advanced, enterprise-class J2EE compliant B2B system that provides all of the features of the standard edition, as well as many sophisticated B2B features that are generally required by large enterprises.



Represented in the shaded octagon in the figure below, KCES provides the Order Capture, Management and Routing capabilities needed to seamlessly connect manufacturers, to their distributors, dealers and customers. KCES provides the commerce intelligence required to manage, split, route and consolidate orders accepted electronically via the Web, EDI, XML or formats used by ERP and Legacy systems.

### **Sample Case Study**

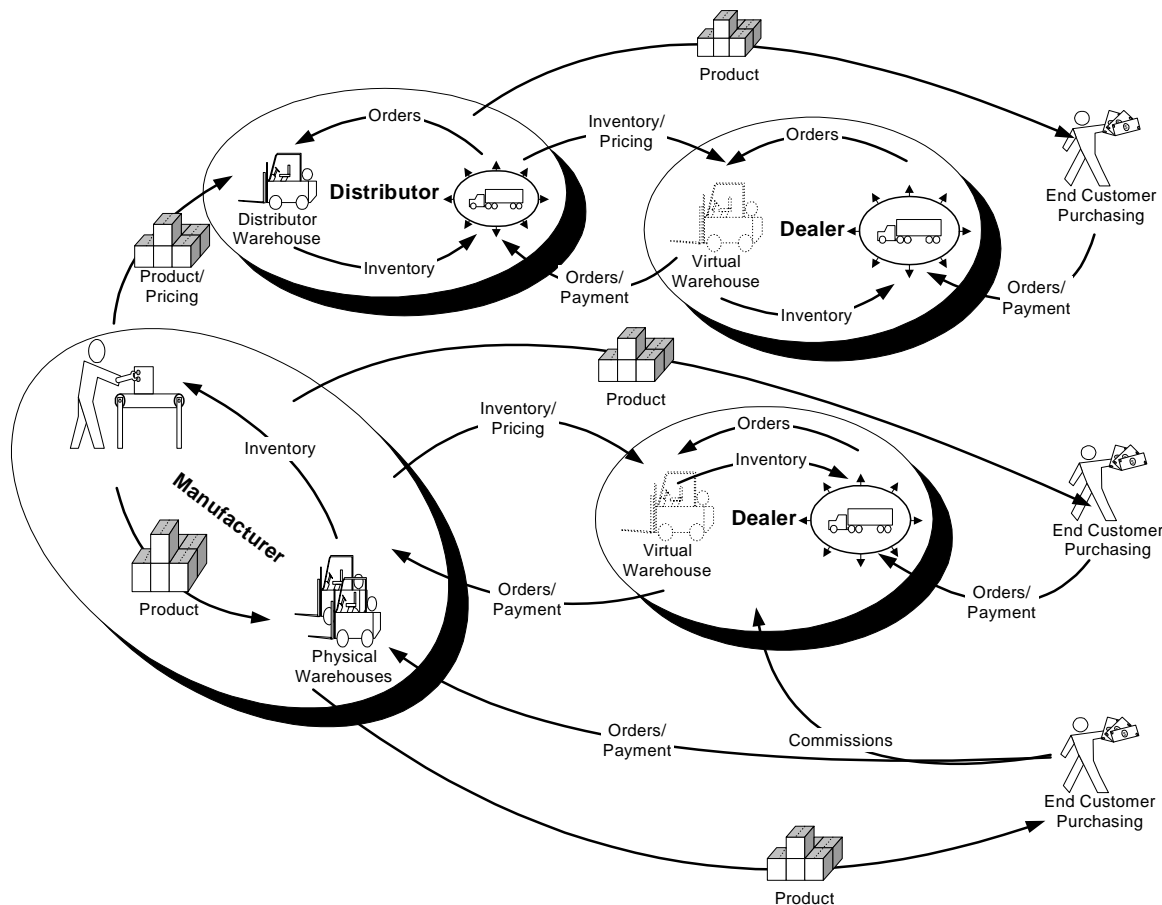
Our target customers face problems at two different types and levels of complexity. The first deals with the business process itself: Manufacturers, and to an extent their distributors have multiple channels from which they receive orders. These channels can cause conflict, especially when web based orders are involved. Fulfillment is a huge challenge when multiple distribution points are involved, some of which may be controlled by the distributor and others by the manufacturer. A sample of such a scenario is depicted in the figure below, where a manufacturer is selling both directly to the end user as well as indirectly through a Distributor/Dealer network.

This common type of business situation exhibits high levels of complexity on two different levels. First, management of the order will be governed by business rules. For example:

- A product can be purchased directly from the Manufacturer or through a dealer. In either instance, the end customer may need to be provided

specific pricing and payment options that they pre-negotiated with another member of the demand chain.

- In the case where the product is sold directly by the manufacturer to an end customer, a Dealer and perhaps a Distributor might have to be compensated in some way.
- Managing and even knowing the inventory levels at the different points in the chain can become impossible.
- In the case where the product is sold by a Dealer, the product still might need to be shipped from a Manufacturer or Distributor's warehouse. This introduces many issues with regard to the appropriate treatment of inventory, shipping and taxation.
- Some orders will likely have to be split, and the resulting components routed to different warehouses and fulfillers.



The second level deals with technology. Specifically, the manufacturer is required to receive orders from end customers, dealers and distributors. Orders from these various sources tend to utilize disparate technologies and protocols, e.g., orders can be received directly from a customer's ERP system via EDI, XML or from a Legacy system as an ASCII file, or from a web interface. Many

manufacturers still utilize the fax machine for some channels. Once received, these orders are typically moved into one or more back-office/ERP system for processing. An order might be fulfilled by multiple processing systems or warehouses, requiring that each order be split into its constituent parts and each part routed to a different destination. Getting each order “fragment” out to the appropriate fulfiller involves the same challenges as getting the original order in, namely, exporting the constituent line items and getting them into a format and vehicle the fulfilling system can understand, i.e. XML or EDI. Adding to this complexity, information has to be collected from all of these processing points and consolidated before the customer can be informed as to order status, and operations staff can perform analytics.

### ***Limitations of Existing Demand Chain Solutions***

The complexities of the demand chain have not been lost on the developers of business-to-business applications. The benefits of automating individual selling and distribution processes with ERP, Sell-side, and back-office systems has been well documented. While current solutions are adequate for automating distinct channel flows, they fail to address the manufacturer’s entire channel system. The addition of Internet-based channels only magnifies this shortcoming. The result for many manufacturers is a hodge-podge of interconnected point solutions with Web-based front ends. In general, current demand chain applications have two major flaws:

- Current solutions cannot act as focal point for collecting orders across multiple channels including the Internet. There is therefore little opportunity for manufacturers to implement an order aggregation point and reap the full benefits of inventory and channel control. Enterprise Application Integration vendors propose to overcome some of this problem, however, these solutions do not have the intelligence required to split, route and otherwise manage commerce related information. Additionally their solutions are prohibitively expensive, take too long to implement, and are very risky.
- Point solutions, such as CRM, in themselves do not have the functionality to perform the translation, splitting, routing and consolidating functions required by manufacturers with multiple channels. Sell-side applications are adequate for managing Web-based orders, but are simply not capable of supporting the complex *many-to-many* relationships found in a multi-channel environment.

We believe that the solution that manufacturers require is one that allows them to sell through various channels including the Internet, while providing a monolithic focal point for the aggregation of orders from all channels. Similarly, the solution should be capable of dispersing orders and order fragments to the appropriate business systems and fulfillers.

## Key Benefits

The KeyCommerce KCES software suite has been designed to provide state-of-the-art Order Management and sell side functionality based on the latest standards and technologies. As such KCES benefits our Clients as well as their Partners and Customers.

KeyCommerce KCES is the industry's first fully J2EE 1.3 / EJB 2.0 compliant Order Management engine and as such represents the next generation of commerce enabling tools that will soon dominate the market. Due to its J2EE1.3 compliance, KCES is completely independent of the hardware, operating system, and database server.

KCES presents a low risk and cost path to companies desiring to deploy a state of the art sell-side order management system to integrate their Demand Chain. KCES is designed from the ground up using the latest UML object modeling and J2EE 1.3 JAVA standards and design patterns. It addresses the enterprise-level development, enhancements and deployment needs of Global 3000 companies and the SME market. It provides these companies with the full development environment along with a B2B electronic commerce software system. The deployment system is rich with B2B features, including operations support, that minimize the amount of customization and enhancement needed. The development environment includes the Unified Modeling Language (UML) design models, the source code, the documentation and the test case suite. Optionally, KeyCommerce can also provide the modeling tools and software products to facilitate any desired changes and enhancements to the system. The development environment provides our customers with the infrastructure needed to customize the deployment system, integrate it with internal and external systems, and build any additional system or subsystem. A customer purchasing a full KCES license will get the entire development environment, access to source code, as well as the full test suite. Access to these components is predicted to cut 50% or more from the time and money required for an enterprise class e-business deployment.

The following section further describes the key benefits of the KCES suite of e-business solutions to the various users of the system.

### ***Our Client***

The KeyCommerce KCES suite of e-business solutions provides our clients with the following:

- **Increased Order Fulfillment Rate**

The current disconnect between the order acceptance processes and the fulfillment processes means that many times customers are given unnecessarily long fulfillment times because the person or system that is accepting the order does not know that parts are in fact available at an

alternate distributor or warehouse. This causes a certain percentage of those customers to go to alternate suppliers. By maintaining real time links with all systems KCES can provide current and accurate inventory information thus removing this problem. We expect this benefit to be measurable and referenceable.

- **Increased Order Fulfillment Speed**

Similarly, the current disconnect between the order acceptance processes and the fulfillment processes means that the delays between when an order is placed and when it gets to the partner or facility that will actually fulfill the order are unnecessarily long. Again the real time order processing capability provided by KCES minimizes the time required to get the order to the correct entity. This advantage becomes even more apparent when an order has to be fulfilled by multiple entities both inside and outside the customer's organization.

- **Reduced Time to Market**

Rich with out-of-the-box sophisticated features that meet complex business needs. Increases the productivity of the development and deployment teams and significantly reduces the time/cost required to customize and enhance existing functionality.

- **Increased Customer Satisfaction**

Empowers customer self-service thus eliminating transactional-processing problems caused by the need for customer service involvement and increasing customer satisfaction.

- **Increased Sales**

Enable sales on a 24X7 basis and provide global coverage. The included marketing tools allow for targeted promotions and selling based on the customer's demonstrated needs and preferences. As customers create custom catalogs and generate a buying history our software allows our Client to generate custom offers that are based specifically on this information and the insight it has generated.

- **Cost savings**

KCES eliminates all manual processes that currently are associated with the order fulfillment process, whether these are having to print out an order and enter it into an ERP system or it is calling various distributors to find out who has a particular product in stock. We expect this benefit to be readily measurable and referenceable.

- **Single Point of Contact for all Order Related Information**

Because all orders go thru the KCES system and it has real time connectivity to all distributors management has the ability to access all order and inventory related information in real time and have the same information that the warehouses and distributors have. This visibility into the Demand Chain is expected to generate both cost savings and enhanced revenue by providing

better information on customer buying behavior and better inventory management.

- **Freedom of Choice**

Select the Operating System, Web Server, Application Server and Database Server from the J2EE vendors of choice.

- **One Consistent Environment**

J2EE compliant application that allows for the marketplace business functions to be developed and integrated with the company's existing and future systems, all within one consistent environment.

- **Grow As You Go**

Highly scalable applications that allows for future growth without the need for additional customization. Respond quickly to changes in the market and gain additional flexibility for maintaining and building market share.

### ***Customer (Buyer)***

Buyers interacting with KCES will have access to a wealth of tools that will greatly enhance the purchasing and account management processes including:

- **Requisition and Purchase Orders**

The system supports a multi-step requisition creation and approval process that allows management to control and monitor purchases.

- **Customer specific functions (Personalization)**

Each customer has his or her own unique interface into the client's e-store. Each customer has a catalog that is specific to them and only displays products that the customer has agreed to purchase and at the prices that customer has negotiated. Customers can also be provided with requisition and order templates that meet their specific requirements.

- **Account access and management**

Customer accounts are available on a 24X7 and self service basis. Customers have the ability to manage their orders, payment and profiles as well as view and export account activity.

- **Training, Support and Warranty**

Customers can access Training, Support and Warranty related information online.

- **Connectivity to ERP**

Ability to export order and payment data to leading ERP systems.

## ***Developer***

The KeyCommerce suite of e-commerce solutions provides the developer with the following:

- **Available Source**

The design object models and source code are provided to the client with the purchase of the license. In addition, the technical documentation is available in Javadoc.

- **Open Standard / Architecture**

The product line is J2EE and EJB2.0 compliant.

- **Development Environment**

Choose from a wide selection of J2EE development and content authoring tools and integrated environments.

- **Reduce Time To Market**

Design and specify component interfaces for integrating heterogeneous and legacy components or systems into new development projects.

- **Increase Productivity**

Reuse business models, architectures, interfaces, code, and processes based on patterns. Share expertise and re-use components to eliminate redundant development efforts.

- **Information Porting Flexibility**

The use of XML data source offers unparalleled flexibility in porting information and data.

- **Sample Marketplace**

Provides fully operational sample marketplaces to learn from, experiment with and customize.

## ***Partner (Distributor and Dealer)***

A key feature of KCES is the ability to provide the client's Partners a unique set of tools to help manage the relationship with both the Client and any customers that may choose to deal directly with the Client. Partners of our Client can expect to reap the following benefits:

- **Self-service of account management**

Partners accounts are available on a 24X7 and self service basis. Partners have the ability to manage their orders, payment and profiles as well as view and export account activity.

- **Share commissions**

Partners can be set up to receive credit for customers that they may have brought to the Client such that they receive the customary credit/commission for all purchases by those customers whether direct or indirect.

- **Customer account access**

Partners can view the activities of the customers they may have directly with the Client (if the Client enables this function).

- **Training, Support and Warranty**

Partners can access Training, Support and Warranty related information online.

- **Requisition and Purchase Orders**

The system supports a multi-step requisition creation and approval process that allows management to control and monitor purchases.

- **Partner specific functions (Personalization)**

Each Partner has his or her own unique interface into the client's e-store. Each Partner has a catalog that is specific to them and only displays products that the Partner has agreed to purchase and at the prices that customer has negotiated. Partners can also be provided with requisition and order templates that meet their specific requirements.

- **Connectivity to ERP**

Ability to export order and payment transactions and import order and payment updates to and from leading ERP systems.

## Key Features

This section describes the key features of the KeyCommerce KCES suite of e-business solutions that include the KCES V2.0 and the soon to be released KCES V3.0.

The KCES V2.0 presents to the client a starting point enterprise-scale J2EE B2B system that provides a common set of business features and functionality that is essential for conducting commerce over the Internet.

The KCES V3.0 presents to the client an advanced enterprise-scale J2EE B2B system that provides all of the features of the KCES V2.0, in addition to many sophisticated B2B features that are required by large enterprises.

The rest of this section describes the KeyCommerce KCES key features in more detail.

### ***Product Management***

- Create and manage products and services online
- Sell complex products such as product variations, assembly and configuration
- Establish relations between products and services such as accessories, essential, and bundles
- Create and maintain product classifications for advanced product search and comparisons
- Offer customer specific pricing and discounts, and volume pricing
- Import product specifications in XML or CSV format.

### ***Catalog Management***

- Create and manage multiple catalogs with in the system online
- Assign different catalogs to different user whether customers, sales representative or customer service representative
- Online catalog aggregation
- Import the complete catalog in XML or CSV format.

### ***Order Management***

- Create and manage requisitions and requisitioning process
- Create purchase orders
- Request for quote (RFQ), requisition based and free form with file attachments
- Generating quotes
- Create purchase orders (PO), directly, from a requisition or a quote
- Reorder capability
- Support backorders and partial shipments
- Order control and update at the line item level
- Maintain and update order status at the line item level
- Support multiple shipping addresses per order.

## ***Payment Management***

- Support for the common payment methods including credit cards
- Online customer credit application
- Online approval of line of credits and setting payment terms
- Buy on account payment method
- Invoicing
- Online connectivity to payment processors
- Complete and partial payment authorization, settlement and refund
- Maintain status of payment transactions at the line item level
- Support for purchase cards (P-Card) level I and II
- Online connectivity to external financing institutions.

## ***Shipping Management***

- Create and maintain tables for shipping carriers and corresponding classes of service
- Rule based associated shipping costs
- Online connectivity to various shipping carrier for calculating shipping costs and package tracking
- Create and maintain shipping characteristics per product
- Support split shipment.

## ***Inventory Management***

- Create and manage product inventory across multiple warehouses.
- Create and manage inventory in multiple physical warehouses that might contain multiple virtual warehouses
- Support for soft and hard allocation of inventory per customer account
- Support for movement requests of inventory between physical warehouse for order consolidation
- Assigning products to warehouses
- Maintain backordered products and their ETA.

## ***Content Management***

- Control display of second-level subcategories for each category
- Assign different marketplace storefront templates to different users
- Assign different marketplace storefront templates to different catalogs to support multiple showrooms within the same marketplace
- Online training and how to.

## ***Customer Account Management***

- Support individual and business customer accounts.
- Create and manage individual customer accounts
- Create and maintain organizational hierarchies for business accounts to reflect their purchasing departments
- Create and maintain customer groups

- Enable self-service customer account management
- Maintain account credentials, contact information and addresses
- Define roles, authorizations and privileges for business accounts.

### ***Partner Account Management***

- Support individual and business partner accounts.
- Create and manage individual partner accounts
- Create and maintain organizational hierarchies for partners accounts to reflect their purchasing departments
- Create and maintain partner groups
- Enable self-service partner account management
- Maintain account credentials, contact information and addresses
- Define roles, authorizations and privileges for partner accounts.

### ***Sales Representative Account Management***

- Create and maintain organizational hierarchies and accounts for the sales department
- Maintain account credentials, contact information, addresses and area of expertise
- Define roles, levels, authorizations and privileges for account holders
- Set commissions per account holder.

### ***Customer Service Representative Account Management***

- Create and maintain organizational hierarchies and accounts for the service department
- Maintain account credentials, contact information, addresses and area of expertise
- Define roles, levels, authorizations and privileges for account holders.

### ***Marketing Management***

- Feature products in catalog categories
- Create and manage product promotions and specials
- Create and manage order promotion and specials
- Offer promotions to specific customer accounts.

### ***Tax Management***

- Create and maintain tax matrixes
- Online connectivity to tax services
- Record keeping of tax exemption certificates for business accounts
- Exempting tax collection for business accounts based on a catalog category, product manufacture or individual products.

### ***Report Management***

- Self-service creation and maintenance of reports.

## **ERP Connectivity**

- Online and batch connectivity to ERP systems
- Wizard interface for ERP/EDI/CSV order acceptance/connectivity.

## **Features Summary**

The following table presents a comparison of the features supported in the KCES V2.0 and the KCES V3.0.

<b>Features</b>	<b>KCES V2.0</b>	<b>KCES V3.0</b>
<b>Product Management</b>		
Create and manage products online	•	•
Assign products to catalog categories	•	•
Product Classifications		•
Product accessories		•
Product essentials		•
Product bundles		•
Unlimited product attributes	•	•
Multi-type product attributes	•	•
Product variations and configuration		•
Product assembly and configuration		•
Support and maintenance services		•
Warranties		•
Volume pricing	•	•
Standard packs		•
Import products and specifications	•	•
<b>Catalog Management</b>		
Create and manage catalog online	•	•
Infinite number of sub-categorization	•	•
Support multiple catalogs		•
Custom catalogs for different users	•	•
Customer specific pricing		•
Online catalog aggregation		•
Import catalog specifications	•	•
Parametric and keyword searches	•	•
<b>User Account Management</b>		
Individual customer account	•	•
Business customer account	•	•
Back office administrators	•	•
User groups and organizations		•
Account roles and privileges	•	•

Business account self-service	•	•
Sales representative accounts	•	•
Customer service representative accounts	•	•
Distribution partner accounts	•	•
<b>ERP Management</b>		
Batch connectivity to ERP systems	•	•
Online connectivity to ERP systems		•
Wizard interface for ERP/EDI/CSV order acceptance		•
<b>Content Management</b>		
Assign different templates to different users		•
Assign different template to different catalogs		•
Support multiple showrooms		•
Online Training and how to		•
<b>Inventory Management</b>		
Aggregate product availability	•	•
Manage virtual warehouse	•	•
Set and maintain product inventory in warehouse	•	•
Multiple virtual warehouses	•	•
Multiple physical warehouses	•	•
Soft allocation of inventory per customer		•
Hard allocation of inventory per customer		•
Support backorders		•
Movement of inventory between warehouses	•	•
Trigger replenishment alerts		•
<b>Order Management</b>		
Create and manage requisitions	•	•
Requisitioning process		•
Create purchase order from requisition	•	•
Create purchase order directly	•	•
Maintain order history	•	•
Order confirmation and notification	•	•
Create and manage request for quote		•
Generate quotes		•
Reorder capability	•	•
Maintain overall order status	•	•
Maintain aggregate order status	•	•
Maintain item level status		•
Update order at line item level		•
Import and export orders	•	•

Maintain shipping tracking numbers		•
<b>Payment Management</b>		
Support purchase/credit card payment method	•	•
Support buy on account payment method	•	•
Online credit card processing	•	•
Maintain payment status per line item		•
Complete and partial payment transactions		•
Online customer credit application & approval		•
Multiple billing addresses	•	•
Multiple credit cards	•	•
Maintain line of credit per business customer	•	•
Invoicing		•
Support for purchase cards level I & II		•
Online connectivity to financing institutions		•
<b>Shipping and Tax Management</b>		
Maintain shipping costs tables	•	•
Maintain shipping characteristics of products		•
Multiple shipping addresses	•	•
Support preferred shipping method	•	•
Support split shipment		•
Online connectivity to shipping carriers		•
Maintain tax tables	•	•
Online connectivity to tax services		•
Maintain tax exemption certificates		•
Tax exemption qualification per product		•
Tax exemption qualification per customer		•
<b>Marketing Management</b>		
Partner discount agreements		•
Product promotions	•	•
Order promotions		•
Product specials	•	•
Feature products in catalog categories	•	•
<b>Report Management</b>		
Revenue reports	•	•
Product and catalog reports	•	•
<b>Accounting Management</b>		
Accounts Receivable		•
Accounts Payable		•

## Architecture

The KeyCommerce KCES is compliant with the latest J2EE 1.3 specifications and utilizes the Sun Microsystems's J2EE Patterns.

The KCES architecture follows the standard J2EE multi-tiered approach to application architecture. Where a tier is a logical partition with a unique responsibility in the system.

### Client Tier

Represents all client devices and systems accessing the KCES. A client can be a web browser, an application, a Java applet, a WAP phone, etc.

### Presentation Tier

Encapsulates the presentation logic required to service the clients that access the KCES.

The presentation tier intercepts the client requests, provides single sign-on, session management and accesses business services, constructs the response, and delivers the response to the client.

### Business Tier

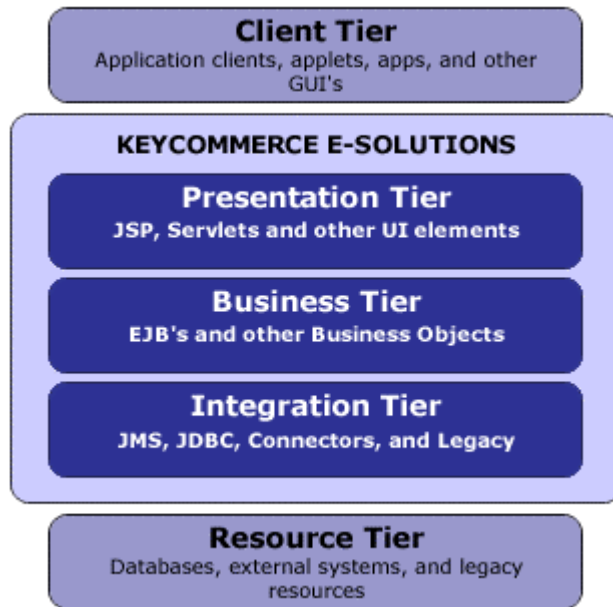
Provides the business services and features required by the KCES clients. The tier contains the business data and business logic. All business processing for the KCES is centralized into this tier. The KCES uses enterprise java bean (EJB) components for implementing the business objects in the business tier. The EJBs adhere to the latest EJB 2.0 specifications and as such are highly available, scalable, transactional, and secure. In addition, the EJBs support Container Managed Persistence (CMP) to isolate the application developer from the physical database schema and ensure that applications are portable in the event of database vendor or schema changes.

### Integration Tier

Provides communication with external resources and systems, such as data stores and legacy applications. The business tier is coupled with the integration tier whenever the business objects require data or services that reside in the resource tier.

### Resource Tier

Contains the business data and external resources such as databases, legacy systems, other business-to-business (B2B) systems, and external services such as credit card payment processors.



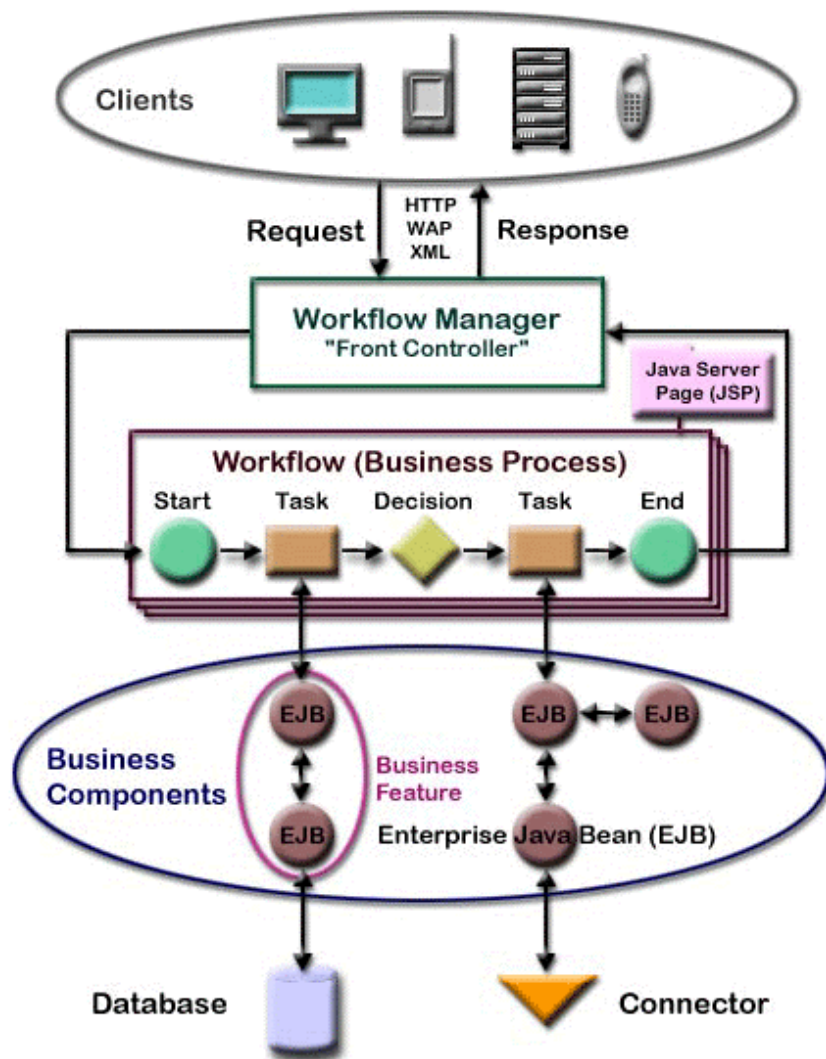
## Workflow Management

The KCES employs a workflow manager to streamline the interaction and integration between the client, presentation and business tiers. The workflow manager controls, automates and executes the business processes of the KCES. The workflow manager executes the appropriate business process based on the incoming client's request.

Each business process is described in XML as a workflow that consists of distinct steps of tasks and decisions to facilitate the understanding and customization of the system by developers. As such, the workflow maintains these steps as transitions instead of hard coded links.

Each workflow task is responsible for providing a business feature of measured result and value. This is achieved by utilizing the appropriate components that provide the required business logic such as payment processing, account management, order processing, order management, etc.

The components communicate with a multitude of JDBC 2.0 compliant databases for data storage and retrieval. In addition, the components achieve connectivity to external systems such as payment processors, legacy and ERP systems through J2EE Connectors that might be built-in, custom-built or provided by a third party.



## Terminology

The following terms are used frequently throughout the document.

- **Back Office**  
Refers to a web-accessible area of the marketplace that is designated to the employees and representatives of the market maker to configure, administer and manage the marketplace.
- **Buyer**  
Refers to an individual customer or a business entity that interacts with the marketplace to purchase products and services offered for sale.
- **Client**  
Refers to the buyer of the KeyCommerce KCES.
- **Customer**  
Refers to an individual buyer or a business buyer interacting with the marketplace. In the case of a business buyer, the customer refers to a member of the purchasing department of that business entity.
- **Customer Service Representative (CSR)**  
Refers to a member of the service department of the market maker who is responsible for addressing the needs of the customer and plays a major role in managing the customer relation.
- **Dealer**  
Refers to the business entity that purchases products and services for the sole purpose of reselling these products and services to the dealer's customers.
- **Distributor**  
Refers to the business entity that purchases products and services for the sole purpose of reselling these products and services to the distributor's customers. For the purpose of this document, the distributor may be the market maker or a business customer of the marketplace.
- **DCM (Demand Chain management)**  
Refers to the concept that the sales process is not just an isolated event but rather a process with multiple stakeholders on each side of the transaction.
- **EJB**  
Stands for Enterprise JavaBeans. It defines component architecture of the J2EE for the development and deployment of object-oriented, multi-tier, distributed, enterprise-level applications. EJB systems are written in Java and they are platform independent.

- **IT**  
Information technology.
- **J2EE**  
Stands for the Java 2 platform, Enterprise Edition. It defines a standard for developing and deploying multi-tier enterprise web-based applications. J2EE is the platform for enterprise solutions that has been adopted by many key industry players such as Sun Microsystems, Sybase, IBM and BEA.
- **KeyCommerce KCES**  
Refers to the entire KeyCommerce e-business product line that includes: KCES V2.0 and the soon to be released KCES Version 3.0.
- **Market Maker**  
Refers to a business entity that owns, sponsors and manages the marketplace.
- **Marketplace**  
Refers to a web-based application that brings one or more sellers and multiple buyers together to conduct business transactions over the Internet. The marketplace is typically owned and managed by a market maker.
- **Partner**  
Refers to a business customer that has a special business relation with the market maker to promote and resell the products and services offered by the market maker. For the purpose of this document, a partner might be a Distributor or a Dealer.
- **Sales Representative**  
Refers to a member of the sales department of the market maker who is responsible for assisting customers in the purchasing process.
- **Seller**  
Refers to the business entity (manufacturer, distributor or retailer) that is offering products and services for sale to its customers. For the purpose of this document, the seller is the market maker.
- **Storefront**  
Refers to a web-accessible area, virtual showroom, of the marketplace that is designated to the customers of the market maker to purchase products and services offered for sale by the marketplace.
- **Supplier**  
Refers to the business entity that supplies the seller with the materials, products and services, which in turn the seller sells to its customers for a premium.