

PRODUCT FAMILY ACORDE™



ESTABLISH VIRTUAL HUBS FOR B2B TRANSACTION MANAGEMENT & RESOLUTION



- ▶ *Enhance information sharing and communication throughout trading partner communities*
- ▶ *Improve service and responsiveness to customers and partners*
- ▶ *Reduce costs associated with resolving transaction discrepancies*
- ▶ *Increase trading partner efficiency through automated and refined business processes*

Driving Business in the Net Economy

As the Net Economy changes the way business is conducted, Optika delivers powerful Acorde solutions that enable your organization to strengthen and enhance the trading partner relationships that are crucial to your success.

www.optika.com

B2B INTERACTIVE TOOLS XML TRADING PARTNER RESOLUTION NETWORKS ASP
BUSINESS-TO-BUSINESS WEB SOLUTIONS VIRTUAL COMMUNITIES RESOLUTION HUBS



THE NEW B2B MARKETPLACE

The new Net Economy has arrived, completely redefining how companies conduct business with partners, vendors, suppliers and customers. Out of the Net Economy, a new B2B marketplace is driving your business to be faster, smarter and better. Companies worldwide—from established brick-and-mortars to marketsites and dot coms—are initiating and executing online strategies. Today's competitive and cost-effective organizations will drive more people to do business online, deliver quality goods and services, and provide superior service and support.

So your enterprise can successfully buy and sell online, but what about all of the intricate back-office details—from fulfillment and support to inquiry and delivery? Fast and efficient transactions between your company and its trading partners are core to your business. Execute the transactions successfully, and you can consistently provide the superior service and support necessary to attain and maintain competitive advantage.

But what happens when something goes wrong? The B2B marketplace has created an influx of information derived from various sources and exchanged through numerous channels, including paper, XML/HTML, electronic forms, EDI and ERP systems. In the ever-changing Internet economy, it is inevitable that some of your transactions will have errors. It's up to you how costly those errors become and the impact they have on your business partner relationships. When a transaction goes wrong, identify the problem and deliver a solution immediately, and your valued trading partner stays that way. But take too long, and the partner that you've had for 20 years is gone. Instantly. To another vendor that is already using the web to react more quickly and provide better service and solutions.

Costly Transaction Issues

A recent study by International Data Corp. (IDC) found that 1 in 9 business transactions go wrong. And it costs 300% more to resolve discrepancies—such as short shipments, substitutions and quantity mismatches—than it does to execute transactions without errors. So how much

more efficiently would your daily business operate, if you could create communities over the web in which all of your partners could access relevant information, discuss transaction issues, negotiate on contracts or pricing, and resolve problems immediately?

Optika provides the Acorde family of solutions because paying 300% over anything is unacceptable. With Acorde solutions, your company can efficiently and securely access all of your critical transaction information, intelligently control and direct the flow of

that information, and provide a better way to resolve costly transaction issues. Acorde solutions offer an easy, cost-effective way to conduct business without processes that take days, weeks or months, and waste money and resources you can't afford to lose.



"Through a web-based architecture, the Acorde family integrates access to critical transaction information for problem resolution. This is key in cementing relationships."

"Through TPRNs, Optika creates an exciting new B2B environment to proactively resolve transaction issues with trading partners over the Web. Not only does the new offering make it possible to rapidly deploy online business communities, partner interactions are simplified and accelerated, saving both time and money for all parties, thereby enhancing partner relationships and improving long-term loyalty."

David Wilson
Vice President & Controller
Clear Channel Communications, Inc

John Hughes
Senior Analyst
The Delphi Group

ACORDE SOLUTIONS

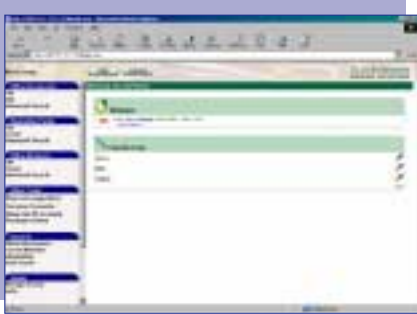


ACORDE RESOLVE

Acorde Resolve enables companies to build virtual resolution hubs—Trading Partner Resolutions Networks—which allow trading partners to interactively communicate and share information, effectively providing a more reliable and efficient way to conduct business and more importantly, to take care of inevitable transaction issues in real or near-time.

Trading Partner Resolution Networks provide a virtual office environment for each trading partner, allowing companies to come together in real-time to discuss, review and resolve business issues and contextual information related to a wide range of transactions, including contracts, buying agreements and lease applications. These interactive web workspaces provide secure forums, both public and private, for enhancing the business of conducting business. As a result, enterprises gain improved access to their partners in crucial times of doing business; extending the value of the resolution hub to a cost-effective, secure way to conduct day-to-day business.

Through Trading Partner Resolution Networks, Acorde Resolve creates a secure place in which all authorized trading partners have convenient self-service access to business transaction information and interactive tools to initiate issue resolution, including interactive chat, co-browsing discussions and message boards. External vendors, customers and partners can easily inquire about transactions like status of delivery, payment and approval—proactively identifying transaction issues and beginning resolution without the manual, back-and-forth process traditionally occurring between trading



VIRTUAL OFFICES

partners. The self-service functionality enables companies to save on money and resources required to transact business with trading partners and strengthen the ongoing relationships that are so crucial in the competitive Net Economy.

ACORDE CONTEXT

Acorde Context allows organizations to capture, search, retrieve and display all of the information and documents used in business today, creating the full context around each transaction. Leveraging a powerful web architecture, Acorde Context enables participants to access the wide variety of business content, regardless of type or source, including HTML/XML, EDI, electronic forms, paper, fax, email and line-of-business application data such as Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM). Acorde Context manages and provides access to all of the supporting information necessary for Acorde Resolve to enable efficient resolution of transaction issues.



ACORDE PROCESS

Acorde Process automates and enhances business processes through sophisticated workflow functionality, giving companies the opportunity to intelligently deliver transaction information and process work internally and throughout the trading partner community. Expanding the traditional corporate environment to anyone virtually anywhere, Acorde Process allows internal and external participants to begin prioritized work specific to their job functions, obtain status updates, and add information or change business processing requirements. Through the graphical creation of business rules, Acorde Resolve automatically notifies, monitors and ensures on-time throughput as well as identifies and presents problem transactions to resolution hub participants, initiating the process of issue resolution within virtual offices.

Architecture and real-time collaboration, Optika's Acorde product
to transaction content with the related business processes necessary
these capabilities are among those essential for companies interested
s across the enterprise and supply chain."

"We are very excited about the unprecedented self-service capabilities that the Acorde product family delivers. By extending this technology to our supply chain, vendors can come in and proactively access information about shared B2B transactions, reducing time and costs internally while improving relationships externally."

Klaus Pilzuhn

Director, Finance and Business Administration
Siemens Communication Limited



ACORDE SOLUTIONS

ACORDE B2B PAKS

Acorde extends into existing line-of-business applications through Acorde B2B Paks, complementary modules to e-commerce and ERP technologies that enable line-of-business applications to provide a single access point to all transaction content, regardless of source. Acorde B2B Paks, including ERP, XML Internet forms and EDI, create the full context around business transactions by providing all supporting information from complementary application environments, increasing effectiveness of captured transaction information and efficiency of the end user community.

existing applications while providing an easy to use, single point of search and access from within the user's desktop. The flexible componentized model of the SDK allows companies to seamlessly take advantage of the power of Acorde without having to develop complex custom applications.

Minimizing Costs, Maximizing Opportunities

Optika offers the Acorde family of solutions through an Application Service Provider (ASP) model as an alternative to a traditional software purchase. Through a partnership with NaviSite, Inc., a leading provider of co-managed out-sourced applications and subsidiary of CMGI, Optika creates a compelling value proposition with a low cost entry point for organizations planning to utilize the Acorde family of solutions. The ASP delivery option, tailored for a wide range of companies—from small and mid-size businesses to large transaction intensive organizations—allows companies to focus on critical business issues rather than spend time, money and resources addressing technological implementations.

ACORDE XML GATEWAY

Optika delivers a revolutionary way to collaborate with trading partners regardless of transaction content format—the Acorde XML Gateway, a B2B gateway for sharing, storing and accessing transaction data and interfacing with other business applications via XML. The XML Gateway enables companies to capture, present, output and manage XML-based transaction content regardless of application, including CRM, ERP and other line-of-

business solutions. Trading partners can easily transact business between internal departments and external organizations by utilizing this common language and infrastructure for delivery of critical business content.

ACORDE SDK

The Acorde Software Development Kit (SDK) provides a comprehensive set of tools that enable the integration of Acorde Context, Process and Resolve functionality directly into application environments such as ERP and CRM. The powerful tools delivered in the Acorde SDK allow organizations to rapidly employ Acorde functionality in their

Bringing Companies Together

Business is moving and changing in the Net Economy. Organizations are doing business and conducting transactions through more efficient means and with improved results. But something always goes wrong. And when it does, the Acorde family of solutions brings companies together to secure, store and access a full range of business transaction content, create automated and efficient inter-company processes and more effectively negotiate, discuss and resolve inevitable and costly transaction discrepancies. The Acorde family of solutions allows companies to provide the superior service and support that will ensure competitive advantage and strengthen valuable trading partner relationships well into the future of the Net Economy.



Optika Inc.
World Headquarters
7450 Campus Drive 2nd Floor
Colorado Springs, CO 80920
United States
main (719) 548-9800
fax (719) 531-7915
www.optika.com

Optika Brasil
Optika Information Systems Ltda.
Av. Rio Branco 45--Sala 2502
Rio de Janeiro
CEP 20090-004 Brasil
main +55 21 283 1486
fax +55 21 283 3937
optikabr@optika.com

Optika Europe/Middle East/Africa
Optika House
Theale Court
11 - 13 High Street
Theale, Reading UK
tel: +44 118 930 4375
fax +44 118 930 5579
ukinfo@optika.com



www.optika.com