

BUILD INTERACTIVE TRADING PARTNER COMMUNITIES FOR B2B WEB RESOLUTION



ACORDE PRODUCT SOLUTIONS

Trading Partner Resolution Networks

Companies worldwide are challenged to leverage the web to increase efficiency and effectiveness of B2B transactions, thereby reducing costs and improving trading partner loyalty. The Acorde™ family of solutions enables enterprises to build Trading Partner Resolution Networks—interactive communities that allow businesses to manage B2B transactions, automate processes, facilitate partner self-service and collaborate and negotiate on transaction issues over the web.

B2B – A New Business Revolution

The new wave of business-to-business (B2B) e-commerce and e-business applications has created tremendous opportunities for companies to more effectively manage business processes and enhance relationships and transactions between trading partners. From front-office to back-office and into the supply chain, business interaction has been entirely redefined. E-marketplaces, web storefronts and procurement applications are simplifying the engagement and execution of B2B transactions across all industries—from payment-centric processes such as purchasing, billing and receiving, to application-focused environments like financing, insurance, claims processing and human resources.

With increased volume and complexity caused by the tremendous growth of e-commerce applications, businesses are now required to handle a wide array of disparate B2B transaction content, including HTML/XML, electronic forms, EDI, paper, fax, email and data from line-of-business applications. Regardless of how a transaction is executed and communicated, more than 10% of all B2B transactions

(continued)

- ▶ *Increase trading partner communication & effectiveness*
- ▶ *Improve self-service & responsiveness for customer/partner inquiry*
- ▶ *Streamline information sharing & business content delivery*
- ▶ *Enhance trading partner loyalty & relationships*

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B2B – A New Business Revolution

have problems or discrepancies, due to a wide variety of issues such as short shipments, cost discrepancies, back orders, packaging changes and incomplete transaction details. The cost of processing these problem transactions is nearly equal to the cost to process all transactions that complete successfully. Additional time and effort is

required to resolve problem transactions, causing added expense, frustration between trading partners and less efficient processing.

The emergence of the Net Economy has caused businesses to look for ways to create enhanced interaction with partners beyond the purchase, while providing unique options to ensure trading partner loyalty and efficiency. For the same reasons companies

conduct business over the web—speed, reach, efficiency and opportunity—companies will also benefit by creating an e-business network for enhanced partner collaboration and transaction resolution.

Revolutionizing Trading Partner Communities

With the Acorde™ product family, Optika is revolutionizing the way trading partner communities fulfill and support business transactions. Acorde Resolve™ enables enterprises to establish Trading Partner Resolution Networks (TPRNs)—powerful virtual communities that combine inter-company process automation with transaction content delivery and interactive tools, to enable web-based self-service and resolution for all parties engaged in a business transaction.

Acorde Resolve provides a comprehensive solution for the execution and resolution of B2B transactions, within and between organizations.

Trading Partner Resolution Networks

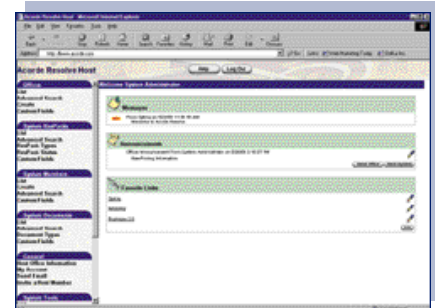
Delivering a solution that offers secure self-service, more effective processing and real-time interaction throughout

the trading partner community, Acorde Resolve allows businesses to strengthen existing trading partner relationships and increase business process efficiency. Acorde Resolve helps companies build web resolution hubs for all participants in a business transaction, delivering significantly enhanced fulfillment and support of B2B transactions.

TRADING PARTNER RESOLUTION NETWORKS FOR THE ORGANIZATION

TPRNs create more effective communication between groups and users inside the walls of the organization and out into the trading partner community. At times, B2B transaction discrepancies can quickly be resolved within the company—through enhanced communication and information sharing by internal groups such as A/P, A/R, purchasing and receiving.

For example, within order processing and invoicing, if each participant has access to all relevant transaction information and interactive tools to collaborate, they can more effectively view the same critical business information and quickly come to resolution, resulting in increasingly efficient business processes. Acceleration of organizational processing time allows companies to provide better service externally—quicker payments and approvals, faster customer response times and reduced resolution costs.



VIRTUAL OFFICES

TRADING PARTNER SELF-SERVICE

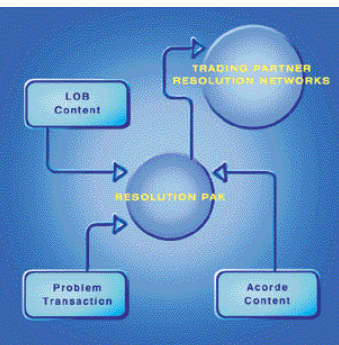
TPRNs also create a secure site in which all authorized trading partners have convenient self-service access to business transaction information, as well as the tools to initiate issue resolution. Trading partners can easily inquire about the status of transactions like delivery timing,

“Marketmakers should turn to vendors like Optika that host resolution hubs that capture the context of a failed e-marketplace transaction. These hubs let trading partners resolve the problem using real-time collaboration tools...”

Navi Radjou
Senior Analyst
Forrester Research

“A truly interactive business community, which Optika is facilitating, will enable Greenlee Textron and our trading partners to proactively resolve B2B transactions with fewer resources—ultimately improving customer and vendor relationships and giving us a clear competitive advantage.”

Mary Lewis
Director, Customer Support/Communications
Greenlee Textron



payment and application status—or proactively begin problem resolution without the traditional and time-consuming back-and-forth process between trading partners.

Participants can check on transaction status using pre-configured options such as *show invoice details for last 30 days*, or execute searches based on user-defined criteria like invoice or purchase order number, amount and part number. When a particular problem is

discovered, participants can view supporting transaction content, add information to facilitate resolution, and make direct contact with trading partners using interactive tools such as interactive chat, web page content sharing and co-browsing. All transaction information is accessible to participants—regardless of data type or source.

Through Acorde Resolve, Optika is enabling companies to decrease time and cost of resolving transactions, improving customer and vendor service and strengthening relationships.

Acorde Resolve Components

Acorde Resolve creates on-line resolution hubs through the following components:

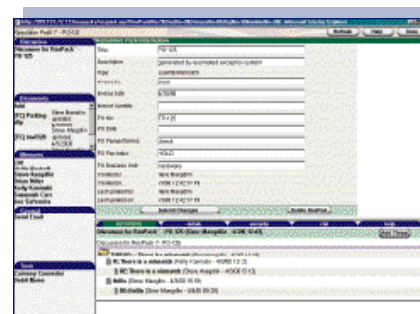
B2B VIRTUAL OFFICES

TPRNs provide a virtual office environment for each trading partner, allowing companies across many industries including manufacturing, retail, financial services and higher education, to collaborate in real-time to discuss and review transaction-related information. These interactive web workspaces create 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 such as negotiations, executing contracts, or proactively resolving issues resulting from fulfillment errors.

B2B RESOLUTION PAKS

Acorde B2B Resolution Paks are individual collections of transaction data and supporting information specifically related to transactions with issues or discrepancies. Acorde Resolve automates work processes for the trading partner community, with business rules established to manage flow of transaction content, identifying and presenting problem transactions when they occur. Once a transaction issue is discovered, B2B Resolution Paks are created and delivered to participants within the relevant process for immediate resolution.

B2B Resolution Paks contain all relevant information for a transaction issue, such as purchase orders, invoices and shipping documents. Participants can view the information relating to each B2B transaction issue, resulting in a comprehensive, efficient method for achieving problem resolution.



B2B RESOLUTION PAKS

B2B INTERACTION

Acorde B2B Interaction provides real-time, collaborative tools that enable web-capable participants to facilitate transaction resolution. Delivered in Resolution Paks, participants utilize the following interactive tools to reduce processing time and costs:

Content Sharing – a “show-and-tell” web page sharing facility giving users the ability to drive transaction content being viewed by other participants on a TPRN. Multiple participants can simultaneously view or share content on-line by one user driving web pages to all other participants;

Interactive Chat – real-time interactive text-based communication between parties viewing the same transaction content;

“Through TPRNs, Optika creates an exciting new B2B environment to proactively resolve transaction issues with trading partners over the web. 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.

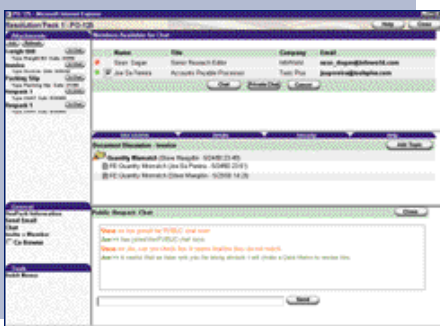
“...The dirty secret of e-commerce is that about 10% of business transactions are out-of-tolerance due to processing errors, lost data, or other irregularities—accounting for nearly 40% of the total cost of managing business transactions. Optika delivers a solution that can close the gap on transaction processing errors that have been overlooked by the majority of e-commerce providers.”

Tim Minahan
Research Director of e-Business
Aberdeen Group, Inc.



B2B Interaction

Email – near-time interaction when all participants are not simultaneously available enables users to bookmark information for future reference and deliver transaction data via email to trading partners, using secured links stored in email messages;



B2B INTERACTION

external vendor contacts, distributors and freight shippers—along with their preferred method of contact and availability.

Application Outsourcing

In a continuing effort to provide solutions that increase trading partner communication while reducing operating costs, Optika offers Acorde Resolve 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 outsourced applications, Optika creates a compelling value proposition with a low-cost entry point for organizations planning to create a resolution hub. The ASP option, tailored for a wide range of companies—from small and mid-size businesses to large transaction-intensive organizations—allows companies to leverage the power of TPRNs as well as the ease of installation and use provided by the ASP model.

Through a managed co-location model, Optika delivers unprecedented uptime and availability for its applications and provides premier support and training for the Acorde

Fax – a tool for fax output/input of content on TPRNs that allows participants who are not web-enabled to continue to work in their standard business environment without requiring web access; and

Electronic Member Lists – comprehensive lists of trading partner community participants—such as purchasing agents,

solution family. Application outsourcing for software solutions enables customers to focus on the business issues at hand rather than spend valuable time, money and resources addressing technological implementations.

Customers electing to use Acorde Resolve via the ASP model will achieve the following benefits:

- Secure, efficient access to transaction data, enabling self-service and resolution for the entire trading partner community
- Predictable operating costs without a large up-front investment
- Outsourced management of technology infrastructure and associated hardware & software upgrades
- Simplification of resource issues for hard-to-find technical personnel necessary to manage the application internally
- Faster implementation with fewer resources

A Fully Interactive Trading Partner Community

Trading Partner Resolution Networks can revolutionize the way organizations interact with the trading partner community. By leveraging the power of virtual offices directly connected to inter-company process automation, content delivery and interactive, self-service resolution tools, Acorde Resolve delivers efficient, immediate sharing and distribution of information throughout the trading partner community.

Acorde Resolve allows companies to more effectively process and resolve business transactions, reducing costs and significantly enhancing trading partner loyalty. By implementing Trading Partner Resolution Networks, organizations greatly improve their service levels for suppliers and customers alike, enhancing trading partner relationships and maintaining significant advantage over the competition.

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