

## Electronic Commerce through the Value Chain

**Businesses thrive on accurate and timely information to drive both their operational activities and their strategic decisions.**

Value chains and the use of information may differ by industry, but they all exhibit similar requirements: the right information in the right place at the right time. This need is not only for internal operations, but must also extend to a company's trading partners and other organisations that they deal with.

Technology undoubtedly plays a major role in delivering these goals, but wise companies have realised that technology and systems that suit their individual purposes and strategies may not be suitable for other organisations.

So technology brings associated problems of ensuring compatibility and integration with external systems. This is compounded when companies have to deal with many external organisations, with different systems, and significantly disparate technology skills and resources, across continents.

Which is why companies have realised significant business benefits by utilising comprehensive Electronic Commerce solutions provided by Gateway Communications. Gateway Communications' Electronic Commerce Service focuses on the exchange of mission-critical information between trading partners.

We take care of ensuring information reaches its destination in a secure and timely manner, with a full audit trail to identify events and activities that occurred around that information.

Gateway insists that all links in a value chain must be addressed consistently by high service levels. Information loses its value if it is not secure and trusted, if it is delivered late, or if it cannot be easily used. Gateway ensures that mission critical data is exchanged timeously, securely and accurately.

Gateway understands that technology can sometimes be complex and expensive, so we make extensive use of the Internet and Web Services to ensure that even the smallest company can achieve its information goals with the same degree of confidence that we offer to larger companies.

Gateway does not dictate a data standard, a communications protocol or even the systems used: in fact we encourage each individual company to use the technology most suited to their needs, and we will match those requirements. Each company can implement a single consistent methodology or architecture for receiving and delivering information to the outside world, and Gateway's solutions insulate companies from each other's technologies.

Gateway makes extensive use of Enterprise Application Integration (EAI) to ensure data is received in formats useful to our clients, be displayed via a web form or integrated directly into ERP systems. Our service performs any-to-any data conversion and mapping with extensive use of XML, EDI, EAN, ANS X12, SAP IDOCS (tm) and other proprietary standards according to a client's explicit needs; at the same time we ensure trading partner independence from each other's technology.

**The holistic Gateway solution integrates the information flow across the value chain process with one comprehensive service offering:**

**Collaboration - co-operation between participants and information delivery are key to the realisation of collaborative effort. Gateway Communications provides critical infrastructure and management systems for collaborative commerce:**

- Supply chain integration
- Transaction management
- Information distribution and visibility
- Business process management

**Gateway Communications enables trading communities and companies to achieve their goals through business services:**

- Business project management and analysis
- Trading community research and rollout
- Support desk for continuing assistance
- Community-specific application support and development
- Hosted information and application services

**Gateway Communications facilitates integration of accurate information directly to your application system:**

- Any to any mapping
- Customised solutions
- Software tools
- "In flight" data conversion
- ERP application integration
- Technical project management and support

**Gateway Communications manages information flows - in a guaranteed and auditable solution, supporting the transfer of any information, regardless of content, format, access and delivery media:**

- Services 24 x 7
- Security and audit trail
- Guaranteed delivery
- Reliability and recoverability
- Exception/event monitoring and alerts
- Content and delivery independence
- Internet forms and access
- XML, SAP iDoc, EDI
- Any proprietary file format
- Web services

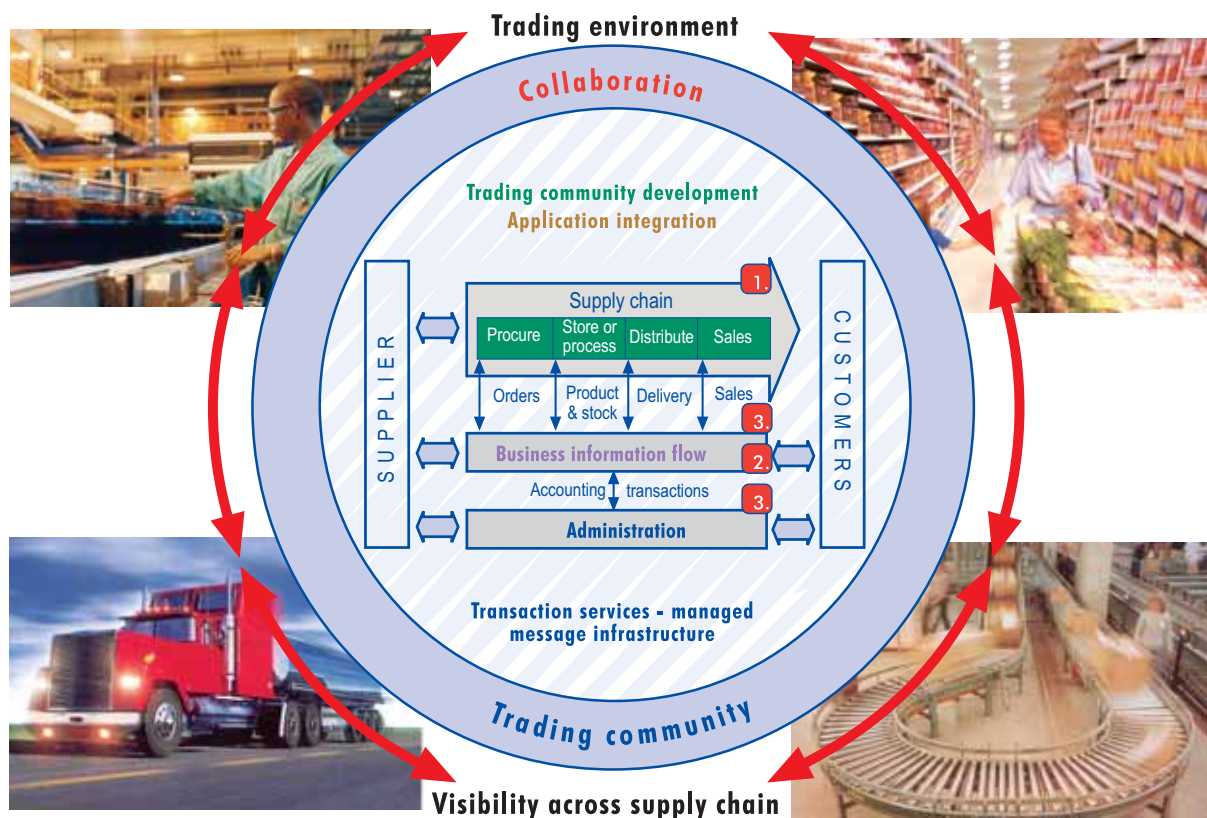
## Any-to-any mapping, ensuring trading partner technology independence

Gateway supports all major communications protocols such as FTP, MQ, HTTP and X400. Security is based on industry standards such as SSL, IPSEC and the emerging AS2 standard, which support secure internet usage.

Gateway creates significant value within the information flows by applying specific business process rules. These rules may be those that support collaboration within the supply chain, or those specific to a company's internal process.

If transactions are late, we notify the company concerned that transactions have not been sent. If goods are ordered, we can check delivery addresses and product codes to ensure the order is legitimate. If transaction sequences suggest missing information, we identify this and warn interested parties that the data is incomplete. All under strict security and audit management. When we are tasked with developing and enabling trading communities our solutions meet individual and private needs as well as those of the market and industry.

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### THE BUSINESS NEED

1. Companies send and receive business and transaction information in the format they require, to provide ...
2. Visibility of business information as a key enabler of a collaborative supply chain, in which ...
3. All participants in the supply chain receive information relevant to their business and operations.