

e-commerce

JEEVES ENTERPRISE

The Organic Business System



The Internet changes at a rapid pace. There are always new technical solutions which increase the range, scope, and complexity of the media content. The market is constantly placing new demands on web material. They want more interactivity, better content, higher speed, and quicker updating. In such a dynamic and changing environment, it is vital quickly to be able to deploy an e-commerce system with high functionality and security, and always be able quickly to adapt your web trade to new, technical requirements and market demands.

The unique openness and flexibility of Jeeves Enterprise gives you the power of initiative and the capacity for rapid and efficient adaptations. At the same time, you can integrate your traditional business processes and your new business models on the Internet.

E-commerce on a tried and tested platform

For a long time Jeeves Enterprise has been a reliable engine on several major e-commerce sites on the Internet. Many of Jeeves' partners are designing e-commerce systems for their customers, based on the openness and flexibility in Jeeves Enterprise.

More and more of our users want quickly to establish a presence in this new, rapidly growing market. The web trading functions should, therefore, be part of the integrated business system as a basic module, rather than being a function that has to be tailor-made for each individual customer. Jeeves Enterprise offers an adaptable standard solution that is based on a leading technical platform

Scalable solution

The web trading systems can be aimed towards both consumers (B2C - Business to Consumer) and busi-

ness customers (B2B - Business to Business). B2C, in particular, can be directed towards mass markets, in which several customers place many small orders at the same time. The Internet-specific program architecture in Jeeves Enterprise gives Jeeves e-commerce excellent scalability.

Rapidly increasing volumes of transactions can be handled with a high degree of security because the technical infrastructure is upgraded without the need for special customization of Jeeves Enterprise.

Business logic in Jeeves Enterprise

All the functions in Jeeves Enterprise can be used in your web strategy. Examples of standard functions in Jeeves Enterprise are: accessibility control, currency handling and pricing; all ready to be run online directly in the e-commerce system!

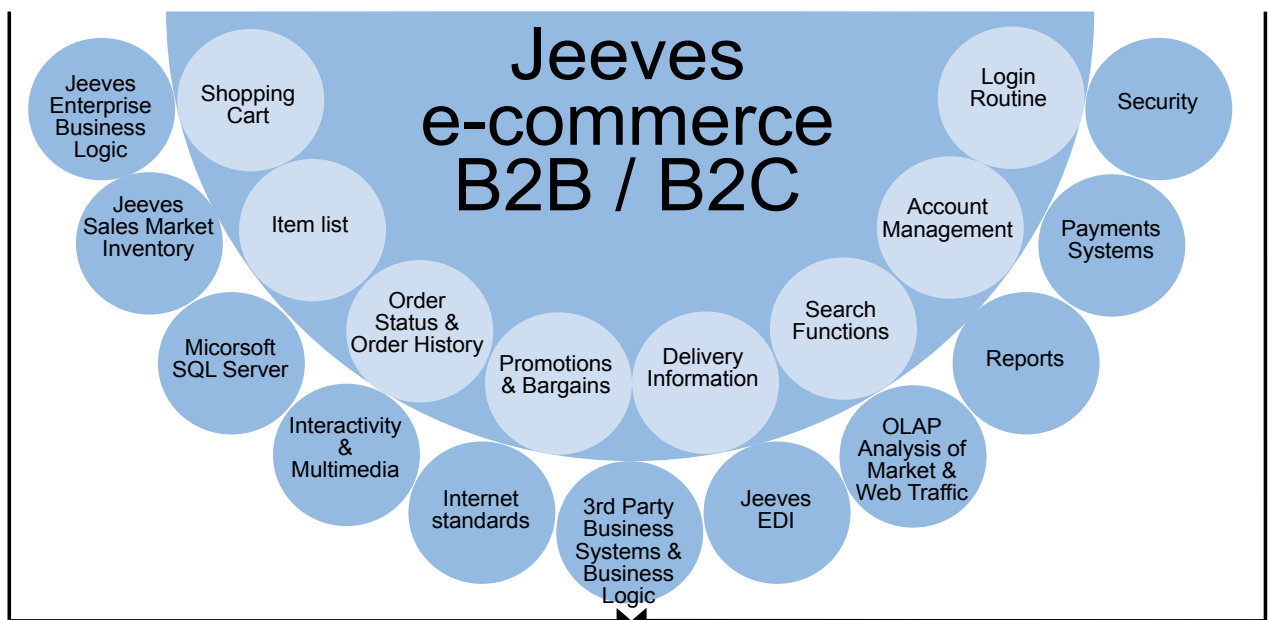
By adding web applications to Jeeves Enterprise, you can invest available resources in achieving higher levels of service, or creating a more innovative choice of services.

Effective maintenance of web applications

The business idea behind integrated business systems is that all business-critical data will only be registered once, straight into a uniform database with a business logic common to the entire system. More and more people realize the advantage of having e-commerce logic integrated in the business system. The maintenance of item and price lists, pictures etc, takes place in your business system and is published directly to the World Wide Web.

International business

Jeeves Enterprise is suitable for global companies with operations in many countries. Jeeves e-com-



merce can support an international operation, simultaneously handling a wide range of currencies, languages, VAT rules, and other country-specific requirements. The Euro can be handled as an equivalent to the national currency.

Integration with other applications

Jeeves Enterprise is completely integrated with Microsoft Windows and Microsoft SQL Server. This offers great opportunities for using data from the database in other applications, like e-commerce systems, and on intranets and extranets.

Jeeves Enterprise has an exceptionally open architecture. Jeeves e-commerce may be the first Jeeves Enterprise module that you implement - by integrating it with your existing business system.

Information systems with mixed environments and specialized business systems soon become complex, inflexible, and costly to maintain.

With Jeeves e-commerce you can always simplify and eliminate all integrated intermediate levels, such as batch runs, bridgware, gateways, and middleware.

Jeeves Inventory and SCM

Jeeves Inventory is a module in Jeeves Enterprise that optimizes your inventory management. The logistics in your company can be optimized through integration with Jeeves e-commerce, Jeeves Sales, and Jeeves Purchasing.

Today, logistics are focused on optimizing product flows in the whole supply chain up to when the processing ends and the product reaches its final customer. This is a global phenomenon called Supply Chain Management (SCM). Jeeves Enterprise gives you the tools you need to be able to communicate with external business partners and integrate with external systems.

CRM and customer care

CRM is short for "Customer Relationship Management" and is divided into the following areas:

- Automation of Sales
- Automation of Marketing
- Customer Service
- Field Service
- Market Analysis

Integration in Jeeves Enterprise illustrate how easy it is to customize and create new functions for CRM and SCM.

Market automation and campaign management

From a marketing perspective, the greatest revolution of e-commerce is that market communication takes place in real time, one-to-one instead of one-to-many!

In B2C e-commerce it is particularly important to have a high level of promotional activity. This places high demands on planning and following up. You will be able to collect data on Internet traffic in your Jeeves e-commerce:

Which customers are buying most? Which visitors are not buying? Which items are selling best? Which banners, links, and other advertising or direct mail seems to generate most traffic?

Jeeves Marketing is part of Jeeves Enterprise and gives support in market analysis, campaign management, etc.

Analysis of sales and web traffic with OLAP

OLAP (On-line Analytical Processing) has achieved great importance in the analysis of market and sales data. An OLAP server can be used to create "data stocks" to enable data to be analyzed from Jeeves Sales, for example.

Many powerful OLAP tools are included in the Jeeves Enterprise technical platforms. With these tools, you can create your own data stocks with so called "cubes" to analyze your data. Tables and business diagrams on sales, web traffic services, etc, can be analyzed from various perspectives - per month, day or year, with segmentation carried out geographically, demographically or by sectors.

Customer service and workflow

Jeeves Workflow can structure workflows in all phases of the relationship with the customer, from first contact to established customer co-operation, with customer projects, technical support, and maintenance services.

The new three layer Client/Server architecture in Jeeves Enterprise enables us to offer our users unique web applications.

For example, you may want to be able to offer your global web customers a personal service. The thin client enables your support departments or Call Centers - anywhere in the world - to link up with Order, Service or Inventory modules in Jeeves Enterprise.

With a CTI link in the telephone exchange, the customer's order profile can be displayed directly on the screen.

Workflows are presented graphically as a flowchart or as "To Do" lists, resulting in shorter lead times and a higher quality of service.

Rapid introduction

A large number of consultants among the Jeeves Enterprise Partners are experts on Jeeves Enterprise and e-commerce and are highly experienced, with high technical competence and in-depth knowledge of the business.

They enable rapid deployment and provide support in the business development process.