



## OVERVIEW

Impediments to providing customer responsiveness are greater than ever before. For example, to provide responsive customer service, enterprises need to check the availability of goods and services, calculate prices, and then book transactions both within and without the enterprise. Traditionally, there have been two major impediments to providing this level of service. First, all systems within and without the enterprise must run the same vendor's Application Server to effectively communicate. Second, the power and cost of a full-fledged Application Server is not justified for only processing transactions. A solution is needed for executing transactions among partners using an open, Web-based protocol.

## INTRODUCING THE CME .LINK SERVER

The CME .Link Server (.Link) delivers reliable Web-based transaction processing for a single partner or for a network of partners when linked to form a secure transaction backbone. .Link provides unparalleled collaborative functionality, such as being able to truly execute a complex transaction with the participation of multiple partners. For example, .Link can support booking a travel itinerary based on an up-to-the-event status of, and confirmation from, multiple vendors such as an airline, a hotel, and a car rental agency.



.Link, by supporting transactions via the Web, enables collaboration with all of your partners.

## BENEFITS

CME .Link is unique in delivering the following benefits.

*Delivers better service straight to your customers:* .Link hides the complexity of complex transactions, even those with the participation of a wide number and range of partners, from customers. By making it easy to provide better service directly to customers, .Link enables the enterprise to forge customer care into a competitive differentiator rather than to just be a cost center.

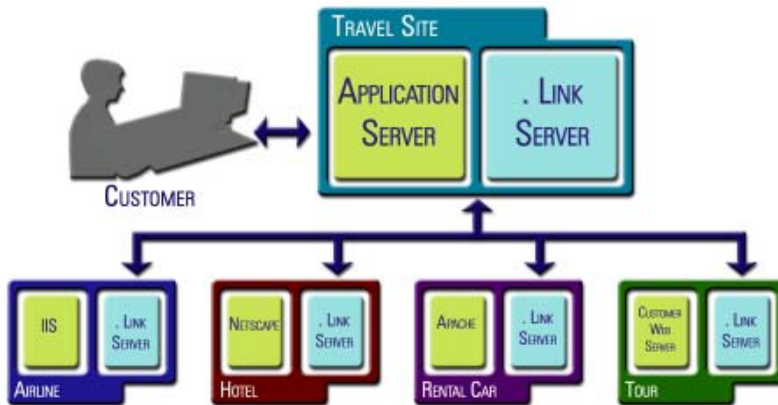
*Ensures wide-spread collaboration to maximize business results:* By making collaborations easy to set up and cost-effective, .Link enables an enterprise to set up a collaborative network with all partners rather than just a few. With all involved and communicating, a wide variety of enterprise business goals - from increasing revenue through reducing costs per transaction across partners - can finally be attained. For example, .Link can make setting up a Vendor-Managed Inventory (VMI) program easy and fast.

*Maximizes choice and interoperability across vendors, products, and in-house efforts:* The server maximizes choice not only between the Sun™ Open Network Environment (ONE) and the Microsoft® .Net architectures but also among major vendors' application servers. As .Link is fully compliant with Microsoft standards such as SOAP, Web Services interoperability is not only assured but also distributed across platforms.

## HIGHLIGHTS

**Unparalleled capabilities for distributed transactions:** .Link delivers unparalleled capabilities for Web-based transactions among multiple entities. In the travel reservation example shown on the next page, rather than requiring five transactions among the various systems, .Link would process a single distributed, multipart transaction. Only until all systems have committed to the transaction would the transaction be completed. The benefits include an improvement in customer service times and an elimination of today's slow process of reworking the entire series due to a shortage in any one system.

**Support transactions over both HTTP and HTTPS:** .Link provides robust functionality such as two-phase commit over the Web. These transactions can be either in clear-text mode or encrypted. With .Link, the enterprise can finally utilize the Web for transactions rather than having to use private networks.



.Link enables distributed Web-based transactions to be reliably executed, thereby maximizing customer service quality and efficiency.

**Dynamic business process management:** .Link provides an embedded workflow tool that implements dynamic web based business processes and provides an XML-based event switch for fast routing of messages on the Web.

**Powerful security:** The integrity of the transaction is protected by a range of security approaches including SSL encryption. Authentication options include the use of certificates to validate the identity of each party involved in the transaction. The server can utilize existing authorization structures (such as Access Control Lists and LDAP realms) for efficient end user management.

**Audit / Billing System:** All transactions are logged to pass the most rigorous audits. A callout enables billing based on transactions or based on a custom algorithm.

**Messaging:** Both synchronous and asynchronous messaging is supported. Rich asynchronous messaging support includes guaranteed message delivery and configurable quality of service.

**XML-based:** The .Link server utilizes an XML messaging infrastructure. .Link's wire format is ebXML compliant to maximize interoperability options among enterprises.

**Robust standards support:** The server supports not only Sun ONE and .Net architectures but also standards affiliated with one or both architectures such as SOAP and ebXML. .Link truly combines the best of Sun's and Microsoft's initiatives.

**Optimized for Web Services:** By interfacing between the Web and legacy systems, .Link can expose legacy systems' functionality as a Web Service. That way, all partners can quickly and cost-effectively connect to the enterprise's systems without the time and expense incurred by previous approaches such as EDI.

**Rapid return on investment:** The .Link server was designed to deliver rapid return on investment by minimizing deployment times, overhead, and total cost of ownership.

**Flexible configuration:** A wide range of configuration options ensure that the .Link server enables interoperation among any combination of Application Servers, Web servers, and Web Services.

**Minimal footprint:** By utilizing the functionality of a supported Web server (either standalone or bundled with an Application Server) for network communication tasks, .Link maximizes power while only slightly increasing the footprint over that of the Web server.

**Extends the power of the platform:** Applications running on the CME AdaptLink™ platform can be made available to partners via the .Link server. For example, assume that a grocery store is using CME products to manage their inventory and wants to communicate the status to each partner in real-time. A .Link server can be installed at each partner's location to interface with a variety of operational systems.

## ABOUT THE CME ADAPTLINK™ PLATFORM

The .Link server can be used to extend the fully distributed real-time, event-driven functionality provided by the CME AdaptLink™ Platform. More information can be found in the AdaptLink datasheet.

## ABOUT COMMERCE EVENTS

Commerce Events, Inc. (CME) is the leader in powering adaptive supply chains. Headquartered in the Silicon Valley area of California, CME has operations throughout the US and the globe. More information can be found at <http://www.CommerceEvents.com>.

## SUPPORTED ENVIRONMENTS

CME is rapidly adding new platforms and support for more vendor software packages. Please contact CME for the latest list:

- Hardware platform: Any platform that supports J2EE
- Application Servers:
  - BEA WebLogic Server™ 6.0
  - IBM WebSphere Application Server 4.0
  - JBoss Application Server (open source)
- Vendor Software packages: