

# LANSA Commerce Edition

## Harness the Power of the Web to extend your existing ERP System without duplication or replication of business rules, pricing or data

*LANSA Commerce Edition is a suite of Business-to-Business (B2B) and Business-to-Consumer (B2C) components built upon LANSA's powerful, award-winning productivity tools. The framework approach rapidly generates iSeries and Windows eBusiness applications leveraging your existing ERP application. External users integrate with existing logic such as pricing and inventory allocation and real-time data to provide award winning customer self service to your business partners and users.*

### *Easily configure your B2B and B2C applications*

LANSA Commerce Edition provides an easy, rapid and configurable solution to help you extend your core ERP applications natively on the iSeries (AS/400) or on Windows. LANSA Commerce Edition is a component-based solution that allows you to choose the specific functionality you want to deploy within your B2B or B2C Web site today and turn on additional functionality in the future. These components provide a core set of standard business rules and definitions that are common across multiple Web sites and enable functionality specifically to meet the requirements of your user community.

#### **LANSA Commerce Edition has been successfully installed over the following ERPs:**

JD Edwards	BPCS	Daly.Commerce
JBA/GEAC	PRISM	PRMS
Friedman & Associates	MAPICS	Distribusmart
LAWSON	ASW	IMAS
Custom RPG	Custom Synon	Custom COBOL

### *Customizing your solution is easy*

LANSA Commerce Edition generates application components into LANSA's Business Object Repository using LANSA's award-winning High Level Language (HLL). LANSA is renowned for its short learning curve and rapid development capability, which allows you to easily configure your eBusiness solution to meet the needs of your business today and into the future.

In addition to providing pre-built B2B and B2C functions, LANSA Commerce Edition shields you from all the underlying generated languages needed to deploy your eBusiness application which may include RPG, C++, XSL, HTML, DHTML and XML. Use LANSA's powerful HLL to configure and maintain your site and you won't have to spend time learning and coding each of these languages with their lower level complexity. There is simply no faster or more productive way to extend your ERP to the Web while ensuring your applications will stay current with new technologies.

### *Inherit best-of-breed design approaches*

The B2B and B2C functions that are generated with LANSA Commerce Edition leverage LANSA's experience

in building thousands of eBusiness sites for customers worldwide. By incorporating best-of-breed design from some of the top business Web sites in the world, LANSA lets you inherit these design approaches. Learning to design applications to best address your customers' Web expectations is a challenge that faces many companies and LANSA Commerce Edition can help you exceed their expectations.

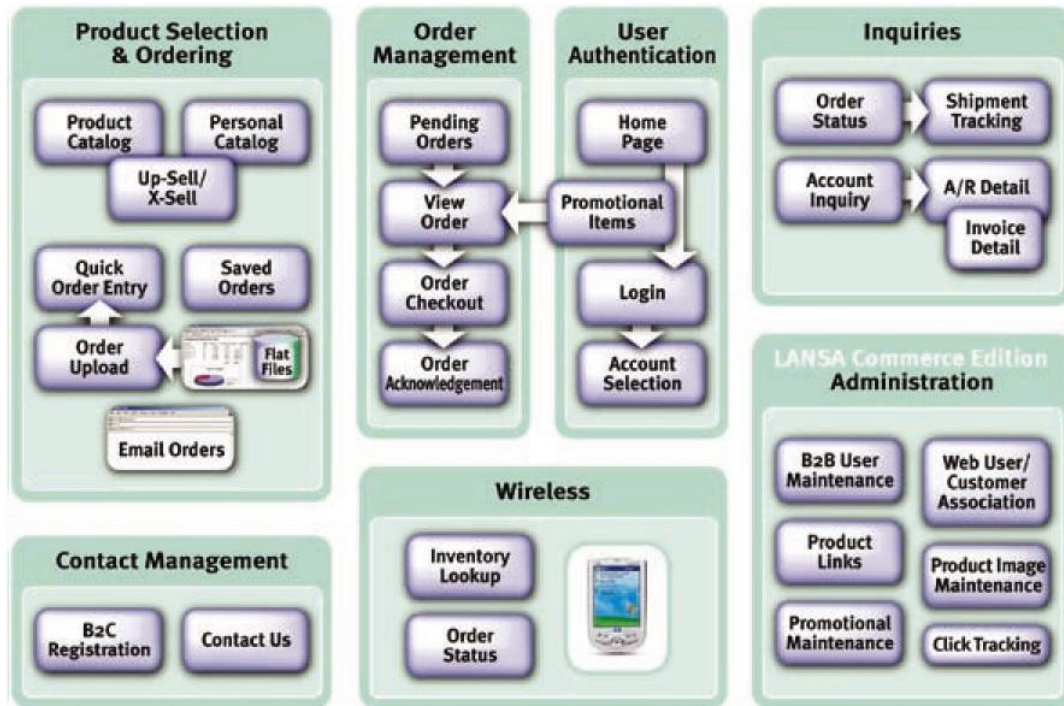
### *How does it work?*

Virtually every commerce application needs an order entry function – whether for products or services – that handles choosing the item to be ordered, displaying the price, entering the quantity, validating the order and a whole host of other tasks involved in an eCommerce transaction. Instead of defining each of these functions for every project, LANSA Commerce Edition provides a proven single Order Entry component that completes all of the necessary steps. For instance, LANSA automatically passes the required parameters to the ERP's Advanced Pricing module and receives the pricing and break points specific to that user. LANSA also accesses real-time information such as inventory and account history to provide immediate up-to-date information to the user. Whether you're running your ERP without modifications or it has been heavily customized, LANSA allows easy integration with this data and extends it with B2B and B2C functionality using these pre-built components.

### *Security*

Security is critical as your data and business processes are the lifeblood of your company. LANSA Commerce Edition implementations support a multi-tiered security model where the browser-based user never directly accesses your production server. The user communicates with a front end Web server (which may or may not sit in a DMZ) which then passes the request to the production server for processing. When the custom result set is generated, this information is passed back to the Web server for presentation to the user. This specific connection between these servers is terminated and the Web server awaits the next request. Your ERP system and production server are never exposed to directly to the Internet. This is a proven model that LANSA has implemented at heavily regulated financial institutions and thousands of companies worldwide.

## LANSA Commerce Edition — Major Templates



## Features

### • Core Features – can be turned on and off universally, by group or by user:

- Product Catalog
- Personal Catalog
- Quick Order Entry
- Upload Orders
- Saved Orders
- Pending Orders
- Order Checkout and Confirmation
- Order Status Inquiry
- Shipment tracking
- Account and Invoice Inquiry
- Promotional Page
- Credit Card Ordering
- Intelligent Emailing
- Administration Site

### • Extended Features – may require customization services specific to your existing ERP installation:

- Multi-Storefront
- SEO (Search Engine Optimization)
- User Friendly URLs
- Content Management (CM)
- Promotions and Deals
- Best Sellers
- Related Items
- Recently Viewed
- Google Analytics Integration
- Online Survey Engine
- Address Book
- Reminder Service / Email a Friend
- Wish List Registry
- PDF Catalogs
- Invoice Payment
- Dynamic Freight Calculation
- Quote Management
- B2B Buyer Approval
- Web services or Direct M2M Integration