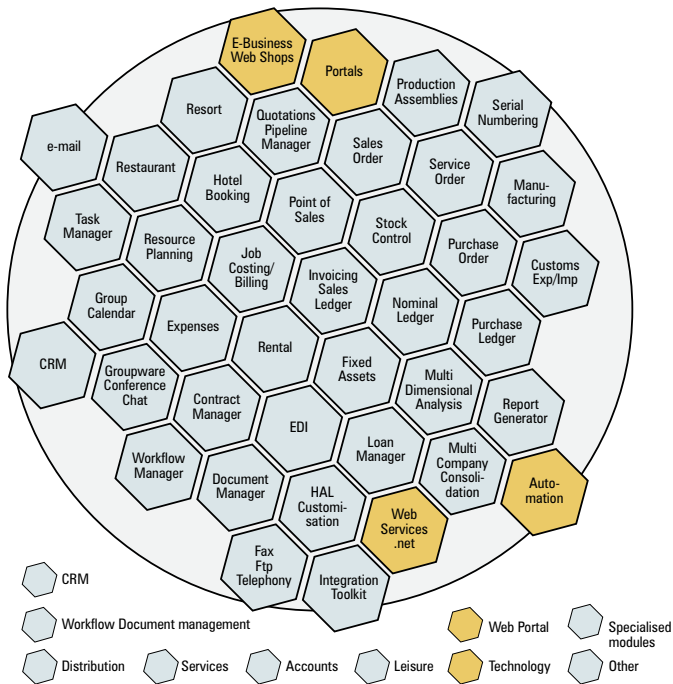


E-commerce

*Powerful, integrated
e-commerce solutions.*

A range of solutions are available
to cater for all your e-business
requirements.

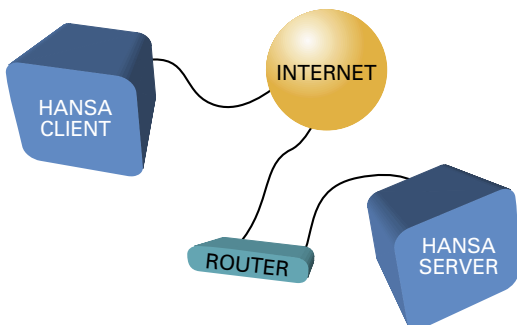




Hansaworld Honeycomb – ERP, CRM, e-Business, Accounts – All in One Integrated Solution

HansaWorld supports a full range of e-commerce solutions, as a result of the unrivalled speed of its database and the quality and openness of its connectivity tools. Each solution is explained in detail below, but also refer to the table at the end to find the one most appropriate to you.

HansaWorld and Wide-Area Networks (WANs)



A client version of HansaWorld can log on to a HansaWorld server across any wide-area network that supports TCP/IP, including the Internet, most virtual private networks, and using dial-up networking. HansaWorld is almost unique in not requiring third-party products and specialised hardware for this process, such as Microsoft's Terminal Server or Citrix Winframe - consequently the HansaWorld solution is faster, more reliable, and cheaper. Also HansaWorld has built-in security: over-the-wire encryption of all network data, using a proprietary coding technology.

HansaWorld can be used in this way to support:

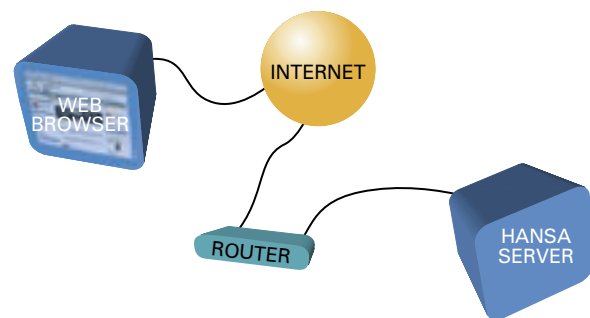
- working from home
- mobile staff using laptops or handhelds, even over GSM/GPRS mobile phones if no telephone point is available (for more on handhelds, see HansaWorld and Barcoding)
- multi-site use of a centralised database.

HansaWorld provides additional functionality to extend intranet use:

- Mail - not a link to an external mail system, but a fully-integrated internal and external system (both POP3 and SMTP compliant), using the standard HansaWorld interface. Mails are editable by both sender and recipient, thereafter showing as unread, and allowing an ongoing dialogue
- Conferences - a bulletin board, which is particularly effective in conjunction with HansaWorld's document management features. This provides a centrally-accessible point for corporate procedures, quality and other manuals, news, and any other communications
- Chat - communicate real-time with any logged-on user, at local call rates
- FTP - files can be managed across a wide-area network.

Extranets are also practicable using this technology. A HansaWorld client can be installed in two minutes, ready to log on to any HansaWorld server. Limited Access features in HansaWorld can restrict users to only data applicable to them - for example, a customer can only see their own record details and balance information. If given access, they can place orders, and even check stock levels - also subject to credit limits. Note that routers are only required at either end of the connection if multiple log-ons are intended.

Direct HansaWorld Webshop



This method allows customers to "log-on" directly to the HansaWorld server from a web browser, without an intermediate website. The HansaWorld server sends both data and screen layouts to the web browser. As the HansaWorld server is serving pure HTML, all web browsers are supported by this method - but additional security is required for sensitive transactions.

Users set up style sheets for different areas of the webshop, controlling the look and feel of the site. HansaWorld uses a highly configurable template approach for the management of the webshop design. For example, there are settings to determine how many frames will be used, where each frame will be positioned, what will be displayed in each frame, and so on. Users can associate pictures with various elements in the HansaWorld data, and control how these pictures are displayed.

The webshop supports both B2B (business to business) and B2C (business to consumer) sites. Advantages include:

- low or even no developer involvement
- no ongoing maintenance of websites
- lower ongoing costs.

Corporate Portal

HansaWorld also has a Corporate Portal, controlling other sorts of data than the customer-facing elements important for web-shopping. The portal is more about employee-facing data, such as e-mails, conferences, to dos, calendar entries and reports. All this data can be accessed from web browsers, from anywhere in the world, provided the employee has appropriate log-in authority.

Elements of the Corporate Portal can be combined with the Direct Webshop, and other HansaWorld technologies, to provide a complete e-commerce solution. Examples include:

- customer log-in to HansaWorld data to run real-time reports and enquiries, such as Statements, and status of their orders
- redirection from the Direct Webshop to secure trading sites or PDQ software, to ensure secure receipt of payments
- customisation of web screens to allow data entry from web browsers of timesheets, expenses and any other relevant data.

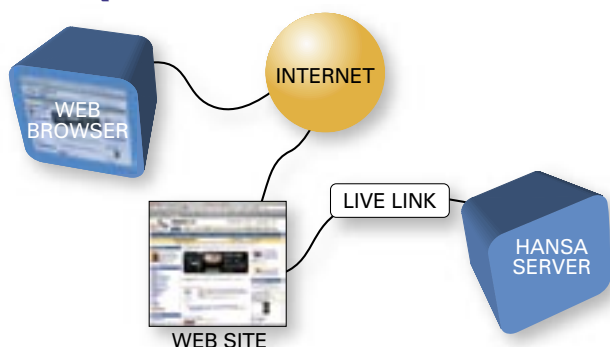
Home Page

If you just want a website for advertising purposes, HansaWorld's Home Page solution is likely to be the appropriate one for you. This will guide you through entering all necessary elements directly into the HansaWorld database, including:

- text
- HTML
- pictures
- setting up the structure of the site.

This allows content management in real-time, by non-technical staff. If you have late-breaking news that has to be added to the website, type it into HansaWorld and it will be live on the website in seconds.

Online Communication to Third Party Webshop



HansaWorld provides a developer's toolkit for real-time connections to most modern, external applications. These applications can then read from and write to the HansaWorld database, in real-time.

Since one or more websites can query a HansaWorld database, the website itself can be structured fundamentally differently from an offline webshop. For example, the website does not need its own database of products, prices and stock levels. Also, since it is managing the exchange of data to HansaWorld, there is no need for user maintenance of this solution.

This method is particularly suitable for:

- existing or future bespoke websites for any purposes, where highly complex design is important
- commercially-available e-commerce packages already linked to HansaWorld - talk to your dealer or HansaWorld directly about which packages are linked, or to your e-commerce provider about linking to HansaWorld (not a complex process)
- FMCG or other fast-moving environments
- high volume websites.

It is currently preferable to have the website and the HansaWorld server on the same local-area network (LAN). However, HansaWorld's unrivalled WAN features make it unnecessary for the server and clients to be on the same LAN. If, for example, the website is hosted by an Internet Service Provider, the HansaWorld server should be similarly hosted. It is possible to site both the website and the HansaWorld server anywhere with good Internet links, including offshore for realising tax-planning advantages.

Strong scalability is offered by:

- UNIX servers, including IBM's eServer range
- multiple server technology
- multiple gateway technology, allowing website "hits" to be apportioned between gateways to channel more data into HansaWorld.

Offline Communication to Third Party Webshop

This is a low-technology, high-maintenance solution for linking websites to HansaWorld. Data is collected by the website, for example customer orders, and then exported by it to an ASCII file for import to HansaWorld.

Various import filters already exist within HansaWorld, or others can be added by any specially-accredited dealer. This method is particularly suitable for connecting:

- existing or future bespoke websites for order-taking where design is important but budget is constrained
- commercially-available e-commerce packages capable of exporting ASCII files.

As there is no real-time communication between the website and HansaWorld, the website needs a database of products or services and their prices. If the customer will be advised of delivery times based on stock availability, the website also needs a methodology for approximating real stock levels. Therefore users need to maintain website data, and to manage the exchange of ASCII files and their import to HansaWorld - which can be by email. HansaWorld allows customers to be notified by email of delivery details, after placing the order.

	DIRECT	ONLINE	OFFLINE
Budget for website development	Low	High	Low-High
Data (e.g. stock)	Real-time	Real-time	Batch
User maintenance	None	Low	High
Design elements	Medium	Low-High	Low-High
Pre-existing website	Not possible	Possible	Possible
Customer notification	email	Immediate	Subsequent email
Scaleability	High	High	Low
Security	Medium	High	Low
Setup time	Low	High	Medium

E-commerce

All in one

With HansaWorld software, your front office and back office are totally integrated so that they function as a single, powerful tool for all employees. There are more than 45 fully featured modules covering the key business areas of most organisations, allowing you to concentrate your data in one database. Having a single datafile improves the consistency of your data, and lowers the total cost of ownership by reducing the cost of upgrading. Users can choose to run the HansaWorld client software on any Windows operating system, from 2000 to XP, Pocket PC, Mac OS X and even Linux GUI solutions. The HansaWorld server can be run on Windows XP and 2003, Mac OS X, Linux, Unix and IBM OS/400. The preferred hardware for servers is an IBM eServer (xSeries, pSeries, iSeries or zSeries) or xServe (or G4 in smaller installations).

With the HansaWorld Portal and e-business solutions, you can extend the community of users beyond your own employees, by giving customers, prospects and other partners carefully controlled access to data via a web browser.

Contact your partner

To learn more about HansaWorld ERP and CRM solutions contact your local HansaWorld office or distributor or a Certified HansaWorld Business Partner. HansaWorld offices and/or distributors are located throughout Europe, South America, South Africa and the Middle East. A list of HansaWorld offices and distributors can be found at the Country link on our website, www.hansaworld.com. Details about local Certified HansaWorld Business Partners can be found at the Countries link at www.hansaworld.com.

Company profile

HansaWorld is a major international software company specialising in business applications. The group has 130 employees in offices in Europe, South America and South Africa. Distributors are also found in Europe, South America and the Middle East.

HansaWorld's advanced and successful user interface was first developed for Apple Macintosh in 1988. In 1994, when the program was ported to Windows, it had already been proved by thousands of users. HansaWorld's experience with international sales and modern technology puts it in the perfect position to meet the challenges of the next decade.

HansaWorld provides a wide range of technologies for e-business including internal and external e-mail, several webshop solutions and PDA support. In addition, HansaWorld can help to build a corporate portal. HansaWorld is developed using C++ as its programming language, and proprietary technology for database design and for network communication.

This allows HansaWorld to have the same products available for several different operating systems, each version optimised for maximum performance. Currently HansaWorld is available for Windows 2000-XP, including Windows CE, Mac OS X and Unix, including Linux and OS/400. HansaWorld is IBM eServer proven, running on xSeries, pSeries, iSeries and zSeries.

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