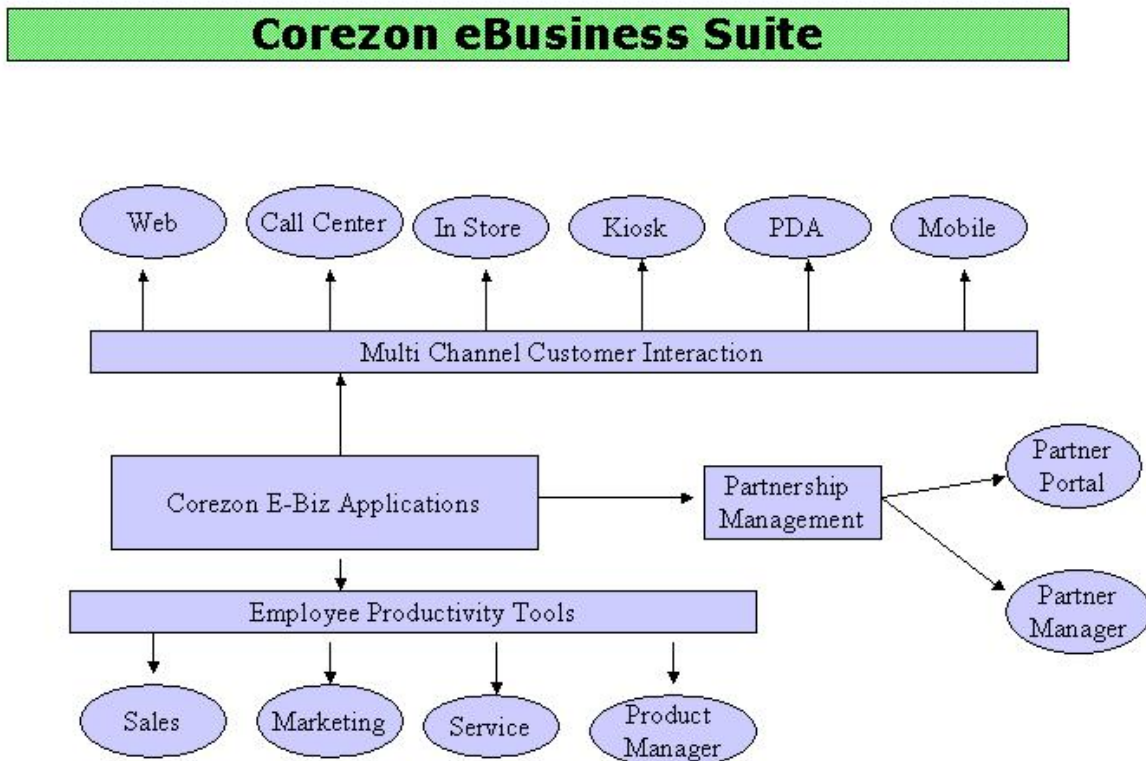# Corezon eBusiness Suite

Enabling Multi-Channel Selling and Servicing

What is eBusiness?

eBusiness enables customers to conduct business anytime, anyplace, in any language or currency, through any distribution channel. While customers randomly traverse these channels, organizations must maintain a continuing dialogue with them about product information and transaction history. These interactions should occur seamlessly, just as if the customer were carrying on a one-to-one dialogue with an individual sales or service representative. It is essential that an eBusiness solution ensures the customer – and the customer's history, is recognized every step of the way, and the next channel will pick up the line of communication where it left off.

Corezon provides the industry's most comprehensive family of multi-channel eBusiness applications and services. It enables small to mid-sized enterprises to leverage new technology to maximize their sales and marketing efforts. Corezon eBusiness applications enable organizations to create a single source of customer information that makes it easier to sell to, market to, and service customers across multiple channels, including the Web, call centers, e-mail, retail stores and dealer networks. By using Corezon Applications, organizations can create a single source of information for tailoring product and service offerings to meet the unique needs of each customer. The result is an enhanced ability to satisfy customers virtually anytime, anywhere, through any sales and service channel.

Corezon eBusiness Suite Version 2.0

Corezon eBusiness Suite enables small and mid-size companies to compete more effectively in today's marketplace. It is the only solution that allows organizations to comprehensively manage, synchronize, and coordinate sales, marketing and customer service across all communication channels and points of customer interaction. Designed for fast deployment, Corezon eBusiness Suite helps organizations increase their productivity, enhance customer satisfaction, and maximize revenue and profit.

Oracle, DB2 and Microsoft SQL Server. Corezon eBusiness Suite is designed from ground up for the Internet and accessible anywhere in the world with a browser. Corezon eBusiness Suite is extremely affordable-you only for the functions and services you need; and expandable-any additional functionalities are downloadable as web services from the Internet and installed in no time.

Multi-Channel Selling and Service

Corezon eBusiness Suite provides the only integrated family of eBusiness solutions designed specifically for small to medium-sized businesses. It enables companies to powerfully and seamlessly integrate customer information across all channels throughout the entire organization.

Consistent Online and Offline Experience

With the Corezon eBusiness Suite your organization can deliver an intuitive and consistent experience for valued customers, both online and offline. Your customers decide when, where and how they want to interact with you. Customers, sales reps and service personnel all share consistent information about the customer's profile, interaction and transaction history regardless of where the information originated.

Reliable, Accessible, Affordable and Expandable Solution

Corezon eBusiness Suite is based on the industry's most robust industrial strength eBusiness platform used by almost all Fortune 500 firms. It runs on virtually any hardware and software platforms, including Windows and Unix. It works with all industry leading application servers such as BEA Weblogic, IBM Websphere and Sun iPlanet Server. It supports major commercial databases including

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Customer Facing Applications

An organization's customers interact with the organization through website, email, PDA, wireless and other touch points. Using the Customer Facing Applications part of Corezon eBusiness Suite, an organization gives their customers the opportunity to browse products and services, complete transactions and perform self-services with no or minimum expensive human intervention. This results in increased revenue, enhanced customer loyalty, reduced transaction and customer acquisition costs. With Corezon eBusiness Suite, your sales and service people can now focus on selling high margin, complex products and services.

unique product solutions by creating customized product configurations for pre-approved purchases or repeat purchasing, thus streamlining the sales process for your most valued customers. It also integrates with popular shipping software such as UPS Worldship and FedEx Powership to automatically pass shipping information to and getting tracking numbers from these systems. It has a built in interface with credit card processing and tax computation software.

Online Product Catalog

Corezon eBusiness Suite has one of the industry's most comprehensive and function-rich catalog servers to allow an organization to build its business-to-business and business-to-consumer catalogs. It allows an organization to easily migrate their legacy product data to the Internet by transforming unstructured data into highly structure data. It lets an organization's business users, such as your product or marketing managers, create and maintain unlimited numbers and tiers of product categories, rich product information (picture, audio, video, file), and product relationships (cross sell, up sell, accessories). It has a powerful yet easy to use attribute manager to manage product attributes for real times sales and marketing online.

Online Transaction Processing

Corezon eBusiness Suite has an integrated eCommerce engine to provide unassisted business-to-business and business-to-consumer selling over the web. It has all the functions for customers to complete transactions, track order and shipping status, and view previous order history. It has a powerful shopping cart manager to allow customers to create, merge and delete frequently purchased items. It also has a Solution Manager that lets customers establish

Internet Self-Service

Corezon eBusiness Suite allows organizations to establish more intimate and cost-effective relationship with end customers by allowing them to service themselves over the Web. Customers can create multiple billing and shipping addresses, multiple pre-approved payment methods and additional authorized purchasers. It allows customers to track order and shipment status with automatic links to UPS and FedEx. It also lets your customers create and track customer service requests such as technical support tickets, product returns and repairs (RMA). Corezon enables customers to solve problems on their own by providing comprehensive product information, reference materials, online user guide, and downloadable files such as device software drivers.

customers to respond to and act on specific promotions.

Online Live Sales and Support

Corezon eBusiness Suite allows organizations to sell products and services, and support their customers over the Web through live online chat and collaboration. Customers are able to see the current status of their assigned sales and support team members.
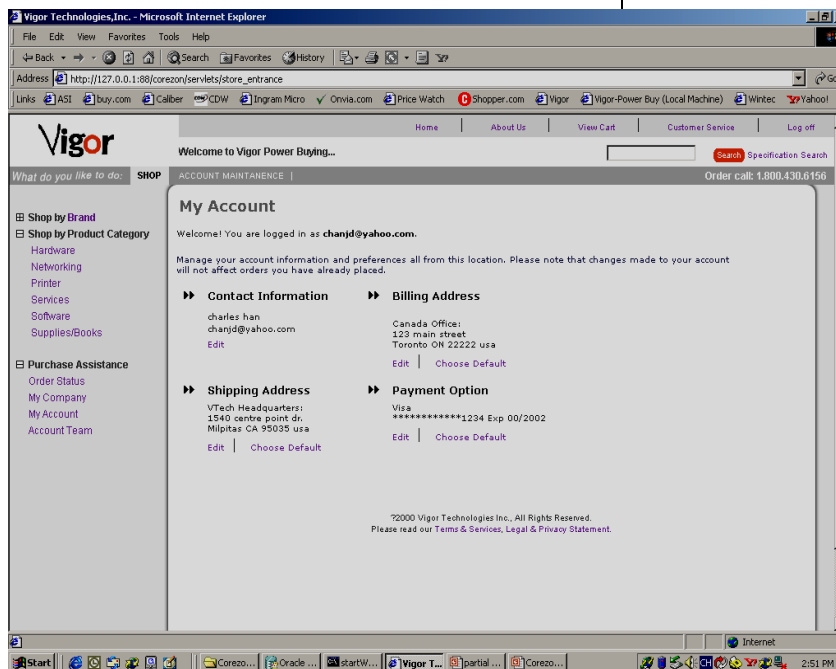
Email Marketing and Campaign

Corezon eBusiness Suite enables organizations to send their customers and prospects highly targeted emails and newsletters about new products and services, promotions and other relevant information. These targeted emails are personalized for specific groups such as wholesale and retail customers. Marketing managers can easily create these email promotions with pre-defined templates and product offerings which are linked automatically with their organization's website, making it easier for

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Employee Facing Applications

Corezon eBusiness Suite's complete set of employee-facing applications provides integrated and comprehensive product management, sales, customer service and marketing functionality; increases customer loyalty and retention; and generates new revenue through cross-selling and up-selling. Corezon Employee Facing Applications automate many day-to-day sales and support tasks, resulting in more productive and responsive enterprises. Corezon Employee Facing Applications share the same product data, customer profile and transaction history with Corezon Customer Facing Applications, providing customers consistent online and offline interaction experience with these companies.

Account and Contact Management

Sales and service professionals can quickly find all account details and a complete history for each account using Corezon Account and Contact Manager. It enables sales and service professionals to better understand accounts, create and track new and existing business opportunities, collaborate with other sales people and partners, manage complete cycle of quotation and order history.

For business accounts with multiple contacts, Corezon Contact Manager allows organizations to establish multiple contacts for each account. Now your sales and service professionals can manage profiles, quotes and orders, and opportunities as well as emails down to the contact level.

Business vs. Consumer Accounts

For organizations with both business and consumer accounts, Corezon Account Manager allows you to let consumers create their own accounts over the web, while letting your sales people create business accounts with more comprehensive payment options using Corezon Account Manager.

Quotation Management

Corezon Quote Manager allows your sales staff to generate, revise, verify, track, forward and submit for approval, customized quotations with their unique pricing and terms. If there exists a contract or price agreement, then the contract pricing will automatically apply.

With Corezon Quotation Management, your sales professionals can cross-sell and up-sell additional items from the automatically generated related products list.

Quotes, once approved, are automatically emailed or faxed to customers and also show up under My Quotation tab on your corporate e-commerce website. From there, your customers can decide to load these items into shopping cart, add additional products and convert the quote into an order.

Corezon Quotation Manager gives sales professionals the option to create follow up tasks automatically for quotes generated. They can even assign these tasks to their colleagues or outside partners so quotes are always tracked by appropriate people.

Order Management

Corezon allows your sales and call center professionals to enter orders anytime, anywhere via the Internet. Corezon Order Management supports multiple billing and shipping addresses, enforces contract pricing and integrates with Corezon quotation system. Customers can track orders placed with sales professionals through multiple channels including online, call center, or even mobile devices.

Selling Build To Order Products

Corezon Configurator allows anyone — prospects, customers, sales teams, and partners — with access to a Web-enabled device to assess needs, to compare

features and options, configure a product, get accurate pricing and turn a quote into an valid order. It is intended for companies selling complex products with many variables and options.
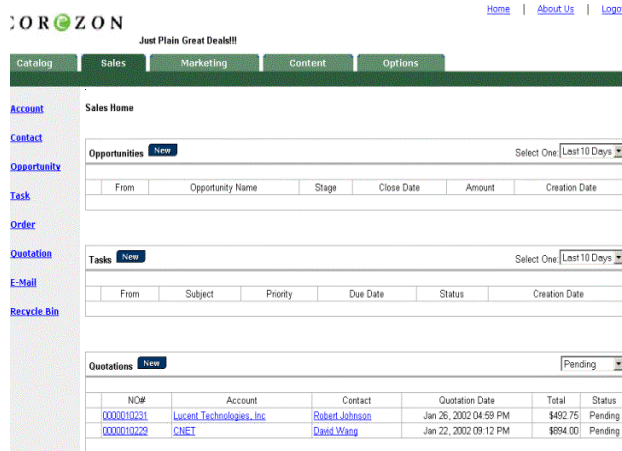
Opportunity Management

Corezon Opportunity Management allows an organization's sales team to work together to create, track and close opportunities. It integrates with the organization's website to automatically convert any new online Request for Quotation (RFQ) and product inquires into new opportunities.

Sales professionals work in a team environment to manage opportunities. They can assign opportunities to their colleagues or partners automatically creating tasks for certain opportunities, or for tracking the progress of opportunities in a timely and effective manner.

Task Management

Corezon Task Manager allows sales and service professionals to create, track and delegate tasks to ensure customer expectations are met in a timely manner. Tasks can be assigned to multiple people who will be notified of new pending tasks once they are assigned.

Corezon Task Manager enables sales professionals to create and tie follow up tasks to opportunities, quotations, orders, accounts, service requests, contacts and other parts of selling and servicing process.

Interactive Message Board

Unlike traditional notes taking where sales and service professionals simply add more notes to accounts, now they can start, respond and associate the same topics using Corezon Interactive Message Board, a form of discussion forum. This Board ties together with accounts, opportunities and tasks. Service professionals can use this board to establish a technical support bulletin board where they will act as the board moderators to answer customer questions.

Document Management

Corezon enables sales and service professionals to attach relevant documents such as marketing collaterals, proposals, and other sales and marketing related materials. Our applications will make it possible for your sales and service people to be far more productive by giving them powerful tools that are easy to use.

Integrated Web-Based Email

Email has become one of the most important communication tools for sales and service professionals to interact with customers. Traditional email systems such as Microsoft Outlook require users to be at the computer where email program is installed, significantly limiting the email accessibility of ever more mobile sales and service professionals. Corezon email is not only completely web-based; it also fully integrates with Accounts, Contacts, Opportunities and Tasks, automatically distributing emails to the right area.

Corezon email also synchronizes with popular email clients such as Microsoft Outlook as well as wireless devices like Palm, RIMM and wireless emails.

Leads Management

Part of Corezon Marketing Automation, Corezon Leads Management enables your sales professionals to manage the complete cycle of prospects, from leads generation to successful conversion to accounts. It allows your marketing and sales professionals to import, route and qualify leads. It also includes a powerful leads evaluation criteria designer that will let your marketing managers objectively assess both the quality of leads as well as appropriate actions.

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Corezon Leads Manager integrates with your website, email campaign and other sources to automatically capture prospect information and turn them into leads.

Campaign Management

Email is one of most economical ways of delivering the right messages to the right audience. With Corezon Campaign Managements, your company can create various templates for different segments of leads and customers; add promotion items on the fly from the integrated Corezon Catalog, and select the targeted recipients of the campaign.

Newsletter Management

Corezon Marketing Automation has a built in Newsletter Manager. It allows marketing professionals to design, maintain and deliver newsletters on multiple topics to those people who have agreed or opted in to receive these letters.

Corezon Advanced Architecture

Corezon Applications are designed from group up as completely web-based applications to support hundreds of thousands of users, handle millions of transactions and work on any hardware and software platforms. Built on Java and J2EE standards, it allows Java developers to readily add new features and enhancements, and meet or exceed the most stringent security, reliability, scalability, and performance standards — all at a price you can easily afford.
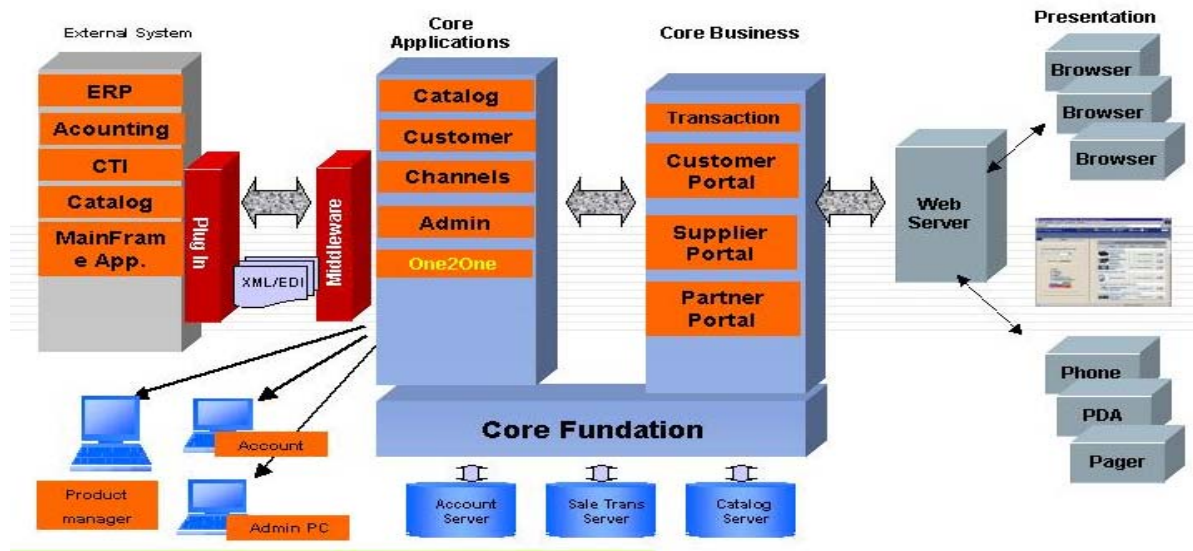
Web-Based Application

Corezon applications are delivered and accessed through a browser on computers, PDAs and/or wireless devices. There are no local machine installations, significantly increasing the data availability and reducing high cost of maintaining and upgrading each individual client installation.

Corezon eBusiness Suite, as a pure web-based application, has the following advantages over the traditional client/server model:

⊗ **Universal Access.** Internet applications are based on standard technologies such as HTTP, HTML, and XML. Client/server uses proprietary client and network protocol technologies. Corezon applications can easily be accessed from a web browser. Client/server applications cannot.

⊗ **Deployment.** Corezon applications are very "thin" client applications. The web browser or wireless Internet access device is the client. No client software is installed with Corezon applications. Client/server applications are fat client applications that put heavy demands on the client and require expensive client installation and maintenance. This means that Corezon applications can be deployed to a large audience of end users over a wide range of client platforms at a very low cost. Client/server applications cannot.

⊗ **User Interface.** The user interfaces of client/server and Corezon Internet applications are very different. Corezon applications use simpler navigation techniques and hyperlinks – modeled on popular websites, requiring little or no training to use. Client/server applications are modeled on office applications that are

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less intuitive to use, requiring more training to use. Corezon Internet applications have the look and fee of a Yahoo or Amazon.com, not Excel or Word. These user interfaces are also highly customizable without fundamentally changing the business logics and workflow behind the applications.

⊗ **Data and Content Delivery.** Corezon applications leverage both structured and unstructured data from multiple data sources, unlike client/server applications that deal primarily with structured data that is the application's relational database. Corezon applications lets your company readily organize product and customer information into an easy to use format employing both structured data from a relational database, and from unstructured data sources such as file folders, audio, video and graphics.

⊗ **Universal Integration and Extensibility.** Corezon applications are built using standard technologies such as HTTP, XML, SOAP, and HTML-enabling open integration and easier business collaboration than client/server applications which basically work only within the subsets of your enterprise. Corezon applications can host content from other Internet applications whether from within or outside your enterprise, and also act as a content provider using HTTP, HTML, and XML.

Corezon applications enables your enterprise to integrate upstream with your suppliers for automatic updates of website product contents and real time inventory status; and downstream with your customers into their procurement software so they can order your products directly from the software. Corezon applications make it easy to get information from your business partners such as shipment tracking information form shipping companies, real time customer credit ratings from credit bureau and other external mission critical information.

Role-Based Computing

Unlike traditional Windows-based client/server applications where everyone uses either identical programs or functions with very limited customization, Corezon applications are delivered to each user in a portal format based on the current role assigned to that user, whether the user in question is

an employee, a customer or even a partner. Your company's administrators can create, modify and delete roles and assign to these roles different permissions to hundreds of Corezon function modules. User interface and available functions are dynamically generated at run time. By assigning users different roles, an enterprise can easily set up portals for customers, partners, sales and service professionals, and management people. Corezon role-based computing makes everybody associated with an enterprise work more effectively.

Scalable Applications

The open platform web-based architecture makes Corezon eBusiness applications extremely scalable, capable of handling tens of thousands of users and millions of transactions.

⊗ **Open Hardware Platform.** Corezon applications run on virtually any hardware platforms, ranging from Windows-based servers to Sun E10000, a Sparc-based Sun Enterprise Solaris server with up to 100 processors with basically the same web-based applications. This enables an enterprise to start small with easy to manage and less expensive Windows servers, to grow into more powerful and reliable Unix servers for mission critical applications, all done without rewriting any codes.

⊗ **Open Software Platform.** Corezon applications are completely compliant to J2EE standard. Therefore, they will run on any J2EE compliant application servers such as BEA Weblogic, IBM Websphere, Sun iPlanet, Apache Tomcat and other servers. Corezon eBusiness Suite works with any operating systems these application servers support, including Microsoft Windows, Unix, Linux and even some mainframe Operating Systems.

⊗ **Database Independent.** Corezon eBusiness Suite works with all major commerce databases including Microsoft SQL Server, Oracle RDBMS, and IBM DB2. It can even read from and write data to some non-relational databases such as Microsoft Access, Foxpro and other proprietary data formats. Your company can start with Microsoft SQL server and grow into Oracle as your customer base and transaction volume increase. Again, this can be done with minimum efforts.

⊗ **Distributed Computing.** As your business grows and requires more computing power, you need to add more software and hardware. Corezon eBusiness Suite allows you to add dedicated machines acting as application servers, web servers, contents cache servers and database servers. These machines don't even have be on the same network or in the same location, enabling your organization to have an extremely flexible and scalable technology infrastructure, a mandatory requirement for forward looking company.

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Corezon eBusiness Suite Applications Feature Lists

Corezon eBusiness applications contain hundreds of functions that can be combined to create flexible and customized solutions. All Corezon applications are web-based and fully integrated with each other. Enabling and disabling features require simple turn on and off these features without rewriting codes.

Customer Facing Applications

Website
- Personalized Database Driven Website
- Consistent Look and Feel Throughout Site
- Pre-Built Modifiable Templates
- Powerful Search Engine
- Advanced Product Query
- Built on J2EE Application Server
- Handle Millions of Transactions

Dynamic Product Catalog
- Multimedia Product Catalog
- Integration With Backend Inventory Master
- Product Info Dynamically Generated From Database
- Dynamic Parametric Search
- Condition of Products (new, used, refurb.)
- Stocking Status (in and out of stock)
- Customer Specific Pricing
- Product Association
- Cross Selling, Up Selling
- Product Comparison
- Integration With Transaction Engine
- Import Third Party Catalog

Transaction Engine
- Advanced Shopping Cart
- Quick Order Entry By Part Number
- Save Multiple Shopping Carts
- Buy Directly From Saved Cart
- Forward Shopping Cart To Others
- Integrate With Credit Card Payment System
- Built In Jurisdiction-Based Tax Calculation
- Built In UPS and FedEx Shipping Rates
- Integrate With UPS & FedEx Shipping SW
- Integrated UPS & FedEx Shipment Tracking
- Integrate With Order Processing System

Customer Self Service

- Order Status
- Shipment Status
- Re-Order From Previous Orders
- Convert Quotes To Orders
- Maintain Multiple Billing Addresses
- Maintain Multiple Shipping Addresses
- Maintain Multiple Credit Card

Online Configurator
- Buy Complex Products Online
- Build Custom Made Products Online
- Comprehensive Model Description
- Save Configurations For Future Use
- Real Time Configuration Pricing
- Customer Specific Pricing
- Integrated With Product Catalog
- Multiple Product Families
- Multiple Models In Each Family
- Multiple Components in Each Model
- Automatic Pricing Update When Parts Pricing Changes
- Recommended Configurations
- Interactive Scenario Tradeoff Analysis
- Integrate With Bill of Materials
- Active and Obsolete Models

Marketing
- Subscribe To One or More Newsletters
- E-Mail Promotions Linked To Online Catalog
- Digital Coupon
- Electronic Promotion Code

Notification Service
- Automatic Notification By E-Mail
- Automatic Notification Via Mobile SMS
- Notify When Order Status Changes
- Notify When Certain Price Changes
- Notify When Back Order Shipped
- Notify When Certain Products Available

Collaboration
- Live Chat With Customer Service Rep
- Real Time Web Page Sharing
- Request For Quotation

- Live Real Time Online Price Negotiation

Mobile Commerce
- Support WAP Phone, Palm, Pocket PC
-
- Browse Website Formatted For Wireless
- Place Order On Mobile Devices
- Check Order Status On Mobile Devices
- Track Shipment On Mobile Devices

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Employee Facing Applications

Contents Management
- Hundreds of Customizable JSP Templates
- Support Multiple Languages and Currencies
- Manage Structured & Unstructured Data
- Edit Style Sheets With HTML Editing Tools
- Auto Site Rendering For Mobile Devices
- Dynamic Database Driven Website
- Consistent Look and Feel Throughout Site
- Feature Products By Brands & Categories
- Easy Integration With In-House Applications
- Contents Syndication With Other Sites
- Website Management By Non-Technical People
- Contents Status Control (Draft and Published)

Product Management
- Web-Based Product Management Studio
- Create Electronic Catalog By Business Users
- Syndicate Multi-Language Catalogs
- Syndicate Multi-Currency Catalogs
- Import Product Info. From Product Master
- Create Unlimited Multi-Level Categories
- Attributes Management For Categories
- Product Attributes Inheritance
- Multimedia Product Details
- Attach Unstructured Data
- Define Condition of Products
- Control Website Display Option
- Modifiable Product Field Names
- Optional Integration With Inventory Module
- Create Cross Product Promotion
- Create Store Pick Up Items Only

Configuration Builder
- Build Complex Products
- Web-Based Design Studio
- Manage Product Model Hierarchy
- Model Inheritance
- Create New Models From Existing Ones
- Build Default Configurations
- Custom Made Configurations
- Build Configurations From BOM
- Define Components Type (standard, mandatory or optional)
- Deployment To Website & Sales Force
- Maintain Complete Model History By Saving Discontinued Models
- Control If, Where & How Models Show Up

Account Management
- Manage Accounts From Web
- Create Consumer Accounts
- Create Business Accounts
- Create Reseller Accounts
- Create Tax Exempt Accounts
- Assign Sales Rep To Accounts
- Set Up Multiple Billing Addresses
- Set Up Multiple Shipping Addresses
- Set Up Multiple Payment Addresses
- Account Size
- Account Group
- Create Additional Contacts For Accounts
- Create New Opportunities For Accounts
- Generate Quotes For Accounts
- Generate Orders For Accounts
- Automatic Distribution of Emails To Existing Accounts
- Attach Dated Notes To Accounts
- Manage Documentation To Accounts

Contact Management
- Add Additional Contacts To Accounts
- Designate Super User For Accounts
- User Name and Password Management
- Contact Profile Management
- Transaction History By Contacts
- Generate Quotes For Specific Contacts
- Generate Orders For Specific Contacts

Opportunity Management
- Create New Opportunities
- Track Opportunities
- Set Opportunity Stage
- Associate Opportunities With Accounts
- Generate Opportunities From Online RFQ
- Generate Follow-Up Tasks For Opportunities

- Collaborate On Opportunities

Lead Management
- Create New Leads By Tele Marketing
- Capture Online Leads
- Import Lead Lists
- Qualify Leads
- Leads Evaluation Form
- Convert Leads To Accounts
- Email Leads Promotions
- Route Leads To Right People

Campaign Management
- Create Promotions
- Link Promotion With Real Time Catalog
- Create Multiple Targeted Newsletters

Quotation Management
- Access Quotes Anywhere With Browser
- Create Quotes By Sales People
- Create Quotes With Real Time Catalog
- Modify & Deleting Existing Quotations
- Email Quotes To Customers
- Quotation Approval Workflow
- Quotes Conversion To Orders
- Cross Selling Up Selling Automation
- Generate Follow Up Task For Quotes
- Complete Customer Quotation History
- Generate Quotes To Multiple Contacts In An Account
-

Order Management
- Generate Orders Anywhere Via A Browser
- Generate Orders Via Wireless Devices
- Generate Orders From Quotations
- Apply Custom Pricing To Orders
- Modify & Delete Existing Orders
- Integration With Product Catalog
- Monitor & Change Order Status
- Integration With Accounting Sales Order Module
- Email Orders To Customers
- Complete Customer Order History
- Generate Orders To Multiple Contacts In An Account
- Real Time Shipping Costs
-

Customer Service
- Create Support Tickets
- Generate RMA Numbers
- Track RMA Status

- Capture Online Service Requests
- Host Tech Support BBS

Task Management
- Create Tasks For Self
- Assign Tasks To Other People
- Collaborate On Tasks
- Associate Tasks With Accounts
- Associate Tasks With Opportunities
- Associate Tasks With Orders And Quotes
- Monitor Assigned Task Status

Web-Based Email
- Access Email Anywhere Via A Browser
- Create Text And HTML Emails
- Automatic Distribution of Incoming Mails To Existing Accounts

Shipping Management
- Integrate With UPS, Fedex Shipping Software
- Built-In UPS & Fedex Shipping Rates
- Set Minimum Shipping Charges
- Define Typical Shipping Package Weight
- Add Shipping Mark Ups For Handling
- Optional Discount From List Price
- Add Insurance To Packages

Sales Tax Management
- Jurisdiction-Based Tax Rate For 50 States
- Easy Tax Rate Update
- Automatic Sales Tax Calculation By City

Payment Processing
- Built-In Online Credit Card Processing
- Automatic Verification of Available Funds
- Rule-Based Credit Card Fraud Protection

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