

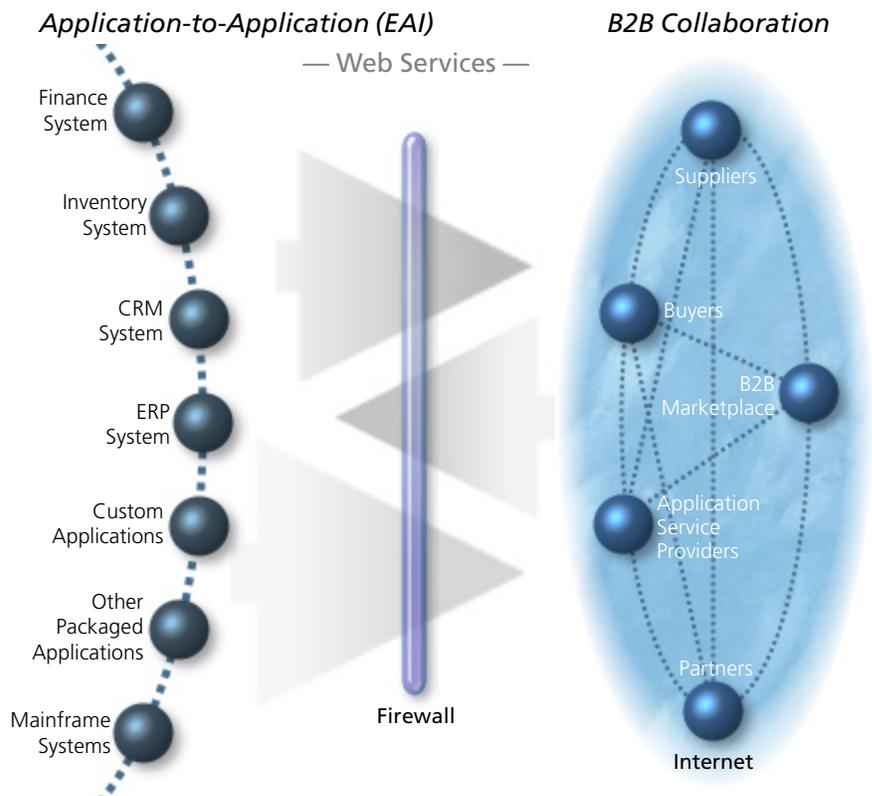
Today's economic environment demands reduced costs while market pressures require greater innovation and the agility necessary to remain competitive. The existence of the Internet, the ubiquitous network, creates the opportunity to reduce your transaction costs while adding flexibility to your business model.

This can be realized by engaging eBuilt™ integration experts to help you leverage technology and the Internet to extend your business systems to reach all of the members of your value chain, from supply to demand. This Internet-connected value chain is often called a Business Web, the key to profiting from this opportunity is contingent on effective integration of your enterprises applications and those of the members of your Business Web. Profiting from this opportunity depends on effectively integrating your enterprise's applications and those used by the members of your Business Web.

Business Webs and Reusable Integration

Most enterprises possess independent applications that are often based on unrelated technologies and sourced from different vendors. These Applications will have different data, object, and process models. Integrating these applications within an enterprise or between enterprises can be a costly and complex undertaking. This investment is best leveraged by following a reusable integration strategy. The enabling technologies for reusable integration are:

- Application-to-Application Integration: Enterprise Application Integration (EAI)
- Enterprise-to-Enterprise Integration: B2B Collaboration
- Standards-based Integration: WebServices



End-to-End Business Integration—Business Webs and Reusable Integration Architectures

Enterprise Application Integration (EAI)

EAI is the integration from application to application within an enterprise. This includes the integration of internal third-party applications, Enterprise Resource Planning (ERP) packages, and custom applications, thereby creating Internet technology system efficiencies while reducing the internal cost of transactions.

The integration of a firm's internal systems reduces cost and increases the ROI for those systems as it improves their utilization and often helps to deliver on the promises that prompted their implementation in the first place. EAI technology reduces the cost of your integration efforts by providing reusable integrations that can be leveraged again and again as your organization evolves.

B2B Collaboration

B2B collaboration is enabled by integration and cooperation between enterprises. Reducing cost, increasing flexibility and driving value to customers are the benefits that can be realized with B2B Collaboration.

Integrating business processes between enterprises builds upon the enterprises' internal application integration to enable a collaborative environment. This new environment creates external system efficiencies between a firm and its partners, suppliers, and customers, allowing automation of processes and transactions between enterprises.

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WebServices and eBusiness Standards

WebServices is a standards-based effort to reduce the cost and complexity of EAI and B2B collaboration. The past few years have demonstrated the value of using widely supported open standards. WebServices represents industry-wide initiatives, protocols, and methods to simplify and achieve EAI and B2B integration tasks, some of which include the following:

- **XML Protocol (XP), and Simple Object Access Protocol (SOAP)**
XP technologies allow two or more peers to communicate in a distributed environment, using XML as its encapsulation language.
- **Universal Description, Discovery, and Integration (UDDI) and (WSDL)**
UDDI is a platform-independent, open framework for describing services, discovering businesses, and integrating business services using the Internet. Web Services Description Language (WSDL) is an XML format for describing network services.
- **Electronic Business XML (ebXML)**
ebXML is a joint initiative by the United Nations and OASIS to enable a global commerce through a modular electronic business framework, based on XML.
- **RosettaNet**
RosettaNet is a consortium of major information technology, electronic components, and semiconductor manufacturing companies working to create and implement industry-wide, open e-business process standards.

Solutions

Since its inception, eBuilt has upheld a standard of building and designing only business-driven, forward-looking technology solutions. We believe in architecting and building for the future and, because of that, eBuilt's first customers were delivered solutions that today could be called WebServices. Although the term had not yet been coined, our early systems were designed with architectures very similar to current WebServices' standards, years ahead of their time.

eBuilt has unique experience and expertise in this area and can architect and design the appropriate Business Web system for your organization. There is no one-size-fits-all solution. Rather, we implement the best technologies to solve our clients' real-world business problems efficiently and responsibly, with an eye toward the future. Our services include:

- Discovery Workshops defining your specific integration requirements and designing a customized technology blueprint to meet those requirements.
- Re-engineering custom or legacy applications to facilitate reusable integration.
- Engineering middle-tier technologies to accommodate Business Web enablement.
- Integrating and customizing EAI technology for application-to-application integration.
- Enabling B2B Collaboration, including partner "on-ramp" deployments.
- Designing WebServices architecture services and software development.

The reputation of the eBuilt engineering team is one of discipline and enterprise experience. At eBuilt there is a passionate focus on both the art and skill necessary for building practical, efficient, and scalable business systems. We look forward to helping you design a Business Web solution to leverage the technology in which you've already invested and implement the exciting new WebServices' technologies to integrate enterprise applications or implement a collaborative digital marketplace.



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