

A professional woman with blonde hair, wearing a beige blazer over a striped shirt, is seated at a conference table. She is holding a white document and looking towards the camera with a slight smile. In the background, two other people are seated at the table, working on documents. The setting appears to be a modern office or meeting room with large windows.

USoft Product Information  
E-Commerce Solutions

## Usoft E-Commerce Solutions

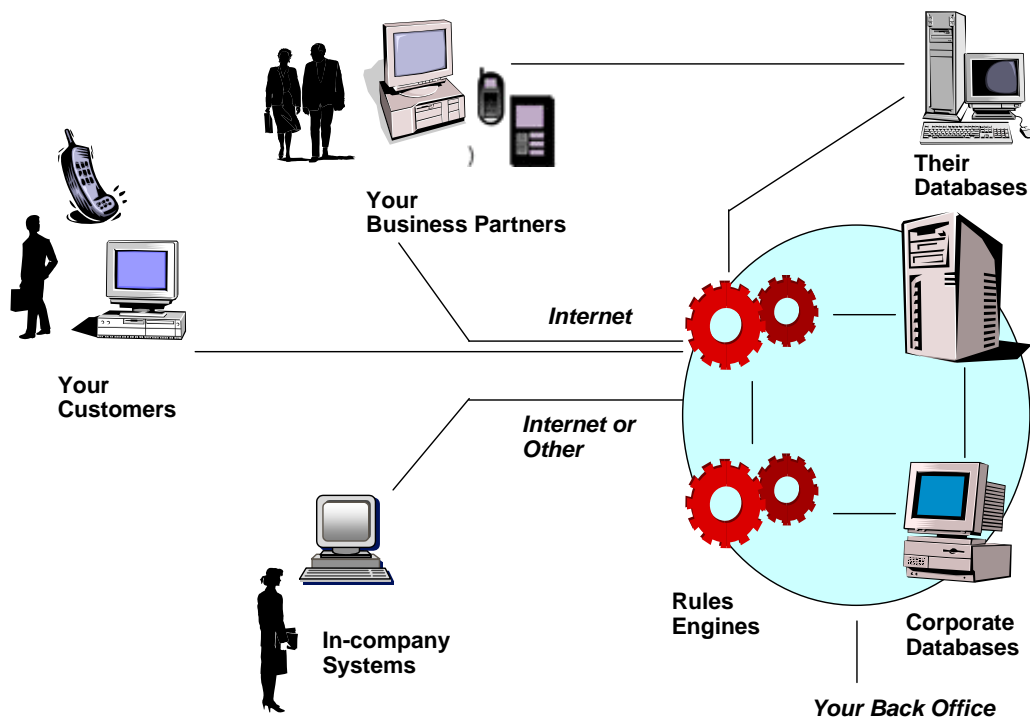
### What We Believe

- Our customers need well-designed and quickly updateable web sites, AND they need well-managed back offices with high-quality corporate data resources. These two are equally important.
- Web solutions and back office management should only be loosely coupled. You should be free to use best-of-breed products and services in each specific area, now and in the future. Quality back office and corporate data management should work with different Internet solutions, or indeed independently of whether you choose to use the Internet at all.

### How Can Usoft Help You?

The Usoft technology platform provides tools, solutions and services to quickly realize adaptable Internet business systems. These solutions incorporate or reconvert existing data and deliver future flexibility.

Because Usoft technology is essentially about back office management and corporate data quality assurance, expect a highly structured approach to application development, whether you ask for a pilot study, an end-to-end application in a specific area, or redesign of a part of your enterprise.



Usoft Internet Solutions:

Users, the Internet, Rules Engines, and Your Back Office

## How We Turn Your System into a Strategic Business Resource

Suppose for a moment that your company sells online use of photos, audio, video and film fragments. Each time a fragment is used, a number of complex, interrelated and constantly changing artists' rights apply. You want your Internet customer to be in a position to assess costs instantly, and place orders on the basis of that information.

USoft provides you with the required web pages, but implements as much business logic (here, the authors' rights) as possible at data level because this is the most central place where rules can be defined and guarded. A default, freely customizable Internet application is generated on this firm basis, and fine-tuned to meet your detailed requirements.

Why do we focus on centrally stored business logic?

- It's the only way to guarantee corporate data quality regardless of who accesses the data, Internet or not.
- Every detail about the author's rights is stored only once, however many parties might have something to do with the order data – think of in-company users, but also your business partners: accounting, distribution, management report systems ... now or in the future.
- Centrally storing everything we need to know at back office level, as USoft does consistently, is the only way to remain agile and generate new versions of your system whenever the rules change – as they always do.

It may seem that every object-oriented approach nowadays separates business logic from interface design, but it doesn't. For business systems, USoft technology is much more powerful for a few simple reasons.

Firstly, USoft allows you to take a higher-level point of view. You don't write programming code, you enter business specifications and then let USoft (re)generate that code for you. Secondly, when your system is in operation, USoft rules engines automatically keep track of the many interdependencies between business rules. If an important part of your software is in Java or Visual Basic, you need to find out with every business change which objects are called when by which other objects. With USoft, you are free to concentrate on the business side of your business logic.

## Why Look At USoft for Internet Solutions?

### End-to-end Solutions

At one end, customers visit you from anywhere across the Internet or mobile appliances. At the other, you benefit from the sophisticated USoft rules-based back office technology.

True to our vision of business computing, your entire end-to-end solution is realized with a minimum of programming giving a maximum of flexibility.

### Adaptability and Data Quality

Today much of your attention rightly goes to setting up shop on the Internet. Many tool vendors will help you do that. But soon, you will also look at back office flexibility and corporate data quality where we have an impressive track record. USoft technology meets both your Internet and your back office needs.

### Open Technology

USoft solutions are vendor-independent in more than one way.

- You are not tied to specific platforms, databases or web servers.
- You don't have to use USoft every step of the way. At the data end, you can connect too many different databases. At the client end, design and realize your web site any way you want and use USoft to handle business data. Now or later, USoft solutions will allow business-to-business communications and automate your supply chain and distribution channels.

## Internet Solutions Have a History

In the past few years, in an attempt to jump onto the World Wide Web band wagon as quickly as possible, many companies have created a new layer of legacy software. They never find time to properly integrate this software with their existing business-critical systems.

Internet applications mature, and more and more expectations are placed on them. The time has come to look at fundamental processes and solutions that truly incorporate back office data management. USoft is a natural choice because its approach is not based on a communications protocol or a technical environment, but on corporate data quality and central repositories.

USoft represents thinking business needs, both outward to the web and in back office communications. We do not allow you to build a web interface rapidly and then spend a lot of time finding piecemeal technical solutions for data access problems. We have a different way of delivering Internet applications quickly: generating software from centrally kept back office repositories and re using templates developed for similar solutions elsewhere.

## What Is USoft?

USoft supplies open software, solutions and professional services for planning, building and managing enterprise computing. Its Business Rules approach delivers software architectures with transparent deployment across heterogeneous, distributed computing environments. USoft goes beyond the limitations of the client/server paradigm to enable true enterprise computing where the Internet is a primary communications vehicle.

USoft provides the predictability, scalability and adaptability required to make information technology a strategic business resource.

## USoft Strengths At A Glance

When your system is being (re)developed:

- High level of interoperability with third-party software such as SAP.
- Ease of development and maintenance.
- No vendor-specific programming skills needed, emphasis is on YOUR business logic.

When your system is in operation:

- Complete, adaptable end-to-end Internet solutions.
- Open, XML-based standards for changing environments.
- Extremely flexible response to changing business rules.