



eBridge Webstore Integration Solution



Decrease your administrative burden with automatic data integration between your Webstore and Microsoft Dynamics™ AX, NAV, GP, or SL

Eliminate Manual Data Entry

With a Webstore you're aware of the time and effort needed to enter order and customer data into your Microsoft Dynamics™ software, while at the same time keeping the Webstore up-to-date with product and pricing information from Dynamics.

Eliminate this administrative burden with the eBridge Webstore Integration Solution, which:

- Automatically imports **Order** and **Customer** data into Dynamics from your Webstore
- Automatically exports **Product** and **Pricing** data from Dynamics for import into your Webstore
- Automatically exports **Item Inventory** levels from Dynamics for import into your Webstore

Increase Data Accuracy

With the eBridge Integration Solution automatically exchanging information between your Webstore and Dynamics, there is no data keying involved, and with no data keying involved there are no typos.

Your data remains accurate to prevent errors and their unfortunate consequences, such as shipping to the wrong address, dissatisfied customers, and the time needed to investigate errors themselves.

Customer Satisfaction

Customers will never order an out-of-stock product because the Integration Solution updates inventory levels on your Webstore.

Products and their descriptions and prices also remain up-to-date to ensure visitors are shopping for your latest offerings.

Further customer satisfaction is achieved with the faster order-delivery turn-around time that the Integration Solution allows.

Flexible Webstore/Shopping Cart Integration

The technology behind the eBridge Integration Solution ensures that it is capable of providing seamless integration with your proprietary Webstore or any 3rd-party Webstore/Shopping Cart software, such as eBay™, aspdotnetstorefront™, Nexternal™, and LaGarde StoreFront®.

In other words, your ability to integrate is not limited by your choice of Webstore. For further benefit, the Integration Solution also integrates PayPal™ payment information into Dynamics.

Item Number	D	U of M	Qty Ordered	Unit Price	Extended Price
128 SDRAM	<input type="checkbox"/>	Each	2	\$135.20	\$270.40
40X IDE	<input type="checkbox"/>	Each	1	\$39.95	\$39.95
	<input type="checkbox"/>		0.00	\$0.00	\$0.00

Amount Received	\$0.00	Subtotal	\$310.35
Terms Discount Taken	\$0.00	Trade Discount	\$0.00
On Account	\$310.35	Freight	\$0.00
Comment ID		Miscellaneous	\$0.00
		Tax	\$0.00
		Total	\$310.35

Sales Order fields automatically populated in Dynamics

continued....

eBridge Webstore Integration Solution

How Does it Work?

The eBridge Integration Solution resides on the network with Dynamics, fulfilling the role of a human data entry clerk to import and export data.

Depending on your required business needs and your choice of Webstore, the method of integration is available as either Schedule/Manual-Based or the more advanced Real-Time.

Schedule/Manual-Based Integration

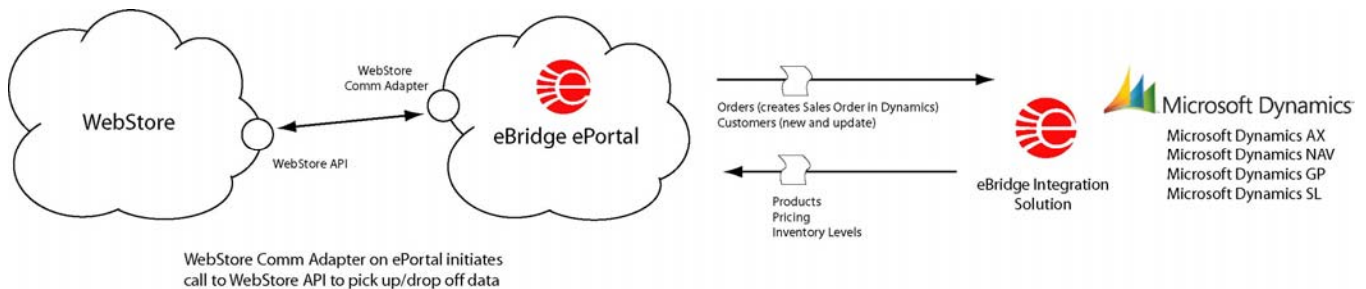
The eBridge Integration Solution employs the remote ePortal service to maintain a constant connection with the Webstore.

ePortal picks up Order and Customer data from the Webstore and translates it to the required format for the Integration Solution, which itself calls into ePortal on a scheduled basis or is used manually to retrieve Order and Customer data for posting into Dynamics.

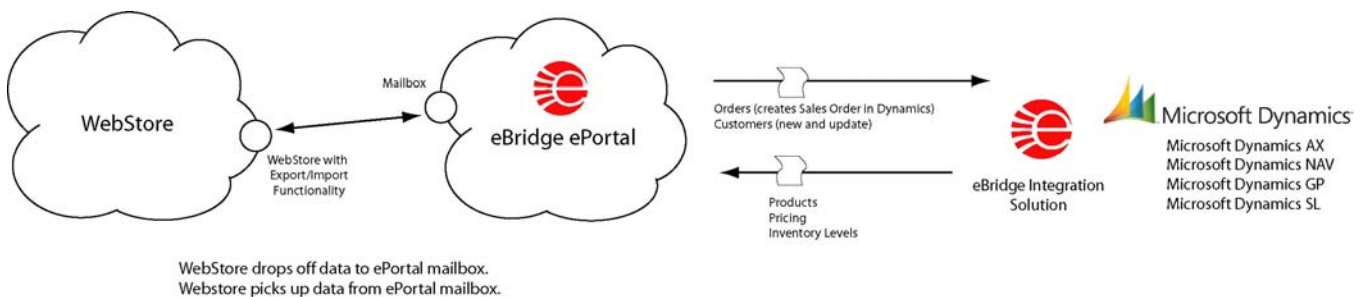
For Product, Pricing, and Inventory data, the Integration Solution exports the data to ePortal on a scheduled basis or manually by the user. The ePortal in turn sends this data to the Webstore.

The initiator of the data exchange process between ePortal and Webstore depends on whether the Webstore has an API or Export/Import capability:

- For a Webstore with API, the ePortal utilizes a Webstore Communication Adapter to call into the Webstore on a scheduled basis to pick up/drop off data.
- For a Webstore with Export/Import capability, the Webstore initiates communication with ePortal to drop off and pick up data.



Webstore with API



Webstore with Export/Import Capability

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How Does it Work? *(continued)*

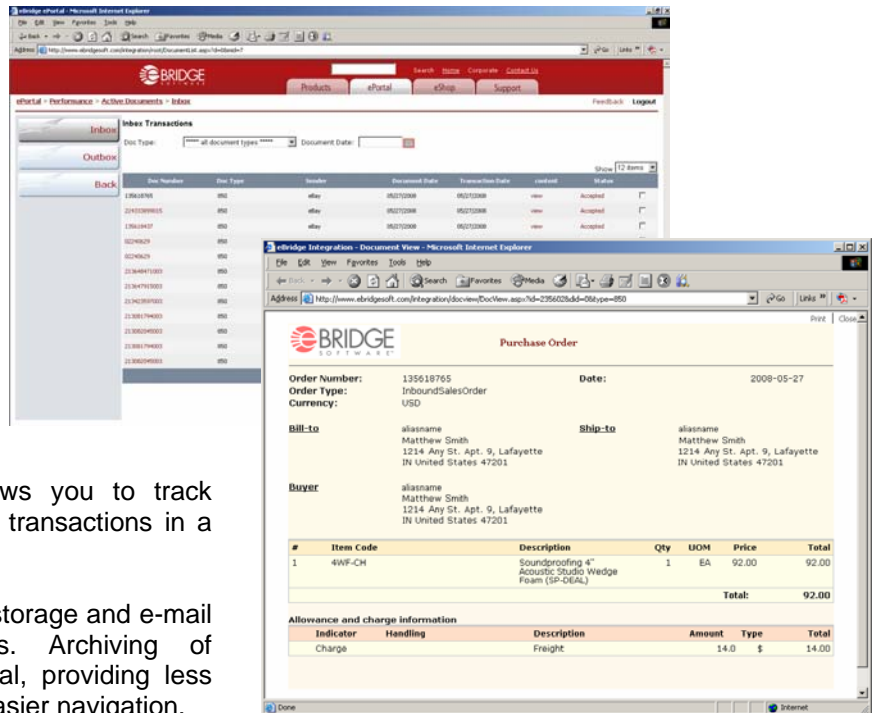
The ePortal

The eBridge ePortal is a Software-as-a-Service (SaaS) platform that enables for the remote exchange of business transactions between the Webstore and Dynamics.

The ePortal handles all connectivity, data transformation and document routing functions to relieve your organization of this responsibility and allowing you to manage your data from a single location.

The SaaS capability of ePortal allows you to track transaction history and view and print transactions in a web-friendly interface.

ePortal offers large volume document storage and e-mail notification of received documents. Archiving of documents is also offered with ePortal, providing less clutter on the screen and allowing for easier navigation.

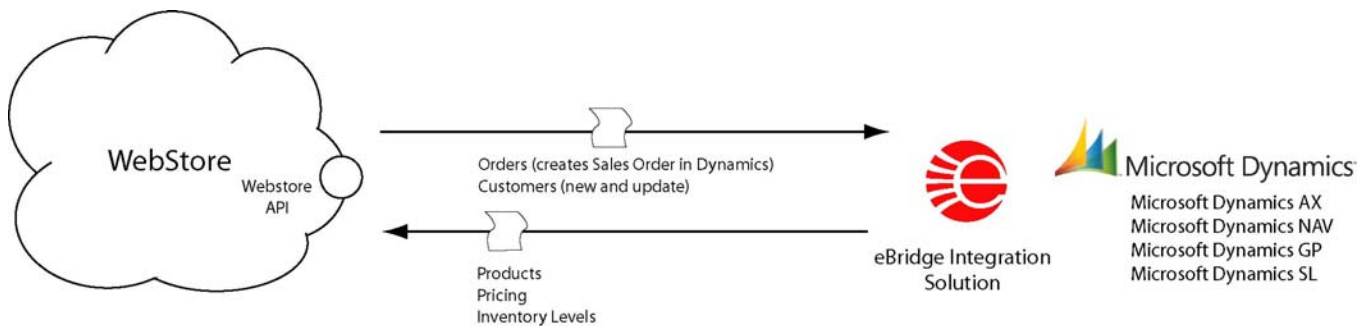


Real-Time Integration

With Real-Time Integration, Order and Customer data is immediately sent from the Webstore to Dynamics, and outbound data exported immediately from Dynamics to the Webstore. The connection between the eBridge Integration Solution and the Webstore is direct.

For Real-Time integration, the Webstore must have the ability to send requests immediately to the eBridge Integration Solution based on the actions of a user browsing the Webstore.

The eBridge Integration Solution intercepts the requests and in the same session, responds by returning a value back to the Webstore. For example, "In stock" or "Not Available" when an Item is being looked at by a user.



Real-Time Integration Process

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Wide Array of Integration Solutions

In addition to Webstore, eBRIDGE Software meets the integration requirements for the following business systems:

- EDI (Electronic Data Interchange)
- CRM (Customer Relationship Management)
- WMS (Warehouse Management System)
- 3PL (Third-party Logistics)
- PSA (Professional Services Automation)
- SCM (Supply Chain Management)

If your organization requires a solution to bridge the gap between your Dynamics software and a specific business system or process, please contact eBRIDGE.

About eBRIDGE

Founded in 1993, eBRIDGE Software specializes in e-commerce integration by delivering powerful accounting application integration solutions for the small-to-medium sized business market. eBridge solutions provide bi-directional integration between back-office accounting systems and mission-critical business data such as EDI, CRM, Webstore, procurement solutions, logistics and warehouse systems.

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