



EXTRICITY™  
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# Extricity – Field Marketing Sales Information Brief – Extricity B2B 4.0

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## **Description**

Extricity B2B™ is a complete, flexible platform to model, implement, execute and manage the flow of information and B2B processes among partners over the Internet. The product solution components include: Extricity Alliance Manage 4.0, Extricity Integration Adapters, Extricity Partner Channels and Extricity B2B Process Paks.

## **Product Tagline**

*THE Platform for B2B Relationship Management*

## **Target Information**

### ***Target Markets***

- High Tech
- Component (sub-assemblies - cards, active - semiconductors and passive – capacitors, resistors etc.),
- Systems (complete and sub-systems – disk drives)
- Wholesale and retail distribution
- Telecommunications
- Utilities
- Finance/Insurance/Banking
- Petroleum/Chemical

### ***Target Positions***

- Enterprise (*both distributed enterprises and supply chain environments*)
- Buyers – LOB and CXX Executives. e.g. VP Procurement, Operations, Logistics, CEO, COO and CIO
- Influencers – CIO, IT, Marketing

## **Value Propositions**

The Extricity B2B™ platform for B2B relationship management provides business users everything needed to create, deploy and manage an Internet-based partner community specific to the needs of their industry.

Extricity delivers a single unified XML platform that is easy to use and rapid to deploy. It dynamically extends business processes to work with those of your business partners and their existing IT systems.



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Extricity B2B makes it easy to manage the flow of information and processes among partners. It provides the visibility, control, efficiency, and speed necessary to manage mission-critical business processes in real-time using the Internet.

From simple content aggregation and data exchange to rich process execution, Extricity B2B delivers *anything-to-everything* collaboration that helps businesses start simple and grow as their B2B needs grow.

## **New and Key Features**

### ***Alliance Manager Key Features (please review data sheet for greater detail)***

- Unified Partner Management (UPM)
- Iforms
- UNIX Support
- Diagnostic Monitoring
- SNMP Support

### ***Extricity Partner Channels (please review data sheet for greater detail)***

- XMLChannel
- RosettaNet Channel
- webApp Channel

### ***Extricity Integration Adapters (please review data sheet for greater detail)***

- Adapter Development Environment (ADE) Improvements
- ADE Error Management
- Flat File Integration Wizard
- SAP Integration Wizard
- JDBC Integration Wizard

### ***Extricity Process Paks (please review data sheet for greater detail)***

- RosettaNet – ongoing updates
- NetMarkets – additional processes
- XML – ongoing support of standards