

# MessageBroker Lite

**An affordable, fully managed B2B integration service providing business agility**

As business environments become increasingly automated, the speed at which commercial transactions take place is accelerating. Consumers expect to access goods and services quickly through a range of channels, putting organisations and their trading partners under pressure to respond rapidly to changing market situations.

## Business benefits

- Competitive advantage
- Customer satisfaction
- Cost savings
- Business agility
- Optimised business processes
- Focus on core competencies
- State of the art, best practice solutions
- Scalability to meet future needs.

## Core capabilities

- Trading partner management
- Any-to-Any integration
- Communication layer
- Business process management
- Service oriented architecture
- Managed file transfer
- Business activity monitoring
- Security management

## Communication services

### Specific protocols

- AS1/AS2/AS3
- SMTP
- HTTP(S)
- FTP(S)
- SFTP
- OFTP Dial
- OFTP IP
- JDBC
- JMS
- IBM MQ Series
- XML-RPC

## Third parties

- Internet access to the major VAN service providers including:
  - BT
  - GX5
  - EasyLink
  - Sterling
  - Inovis
- X400 via VAN interconnects

## Network Connectivity

- Internet
- Secure Internet – IPSEC VPN
- Point-to-point
  - ISDN
  - Leased Line
  - Frame Relay

## Integration

MessageBroker Lite integrates:

- EDI Standards
- SAP Standards
- XML Standards
- Other Proprietary Formats

Smart businesses are embracing this situation, recognising that by seeking ways to improve the agility of their operations they can deliver a superior service and increase their competitiveness. Usually improvements are based on an electronic trading system cleverly integrated with business processes and workflows. Carried out correctly, integration streamlines a business from end-to-end, removing the need for manual intervention and providing the transparency that prevents unforeseen events developing into full-blown business problems.

You may already be aware of the benefits that an electronic trading solution would bring to your business, but perhaps you assume that implementing and maintaining such a solution would be beyond your financial or technical capabilities? Maybe you are a relatively low volume business facing increasing pressure from your trading partners to adopt e-commerce? Or perhaps you already have an EDI system in place that doesn't currently meet all your needs because it is not fully integrated into your back office systems?

Whatever your situation, it is likely that you can relate to some of the typical challenges faced by businesses with partial or no electronic trading:

- **Impact on customer service:** Often it is difficult to keep your customers adequately informed when you lack clear visibility of business processes or a comprehensive alerting system to warn you when exceptions to plan are occurring.
- **Lack of business agility:** Businesses increasingly need streamlined, transparent processes that adapt easily to changing circumstances. Poor business agility caused by a lack of automation impacts customer loyalty, company competitiveness and possibly future success.
- **Long lead times:** A reliance on slow, error prone manual processes can cause missed delivery dates and delayed or incorrect business critical documents.
- **High labour costs:** Manual processes are inefficient and costly.
- **Lack of technical expertise:** You may recognise the need for an electronic trading solution but lack in-house resources, skills and experience to implement and run such a solution.
- **High costs of traditional EDI:** The transaction costs of traditional EDI systems can be high and businesses often struggle with the expense and complexity of meeting all their integration needs.

Whatever the perceived barriers to electronic trading, modern businesses require automated processes and easy collaboration with their trading communities to achieve efficient operations. IT systems need to facilitate this through effective communication and the sharing of data.

Fortunately, it is possible to achieve efficiency without wrestling with complex EDI systems and integration challenges. Kewill MessageBroker Lite offers a cost effective way of moving your organisation on to a higher level of effectiveness, capability and competitiveness.

## Kewill MessageBroker Lite: A cost-effective, managed solution

Based on current best practice and state-of-the-art technology, Kewill MessageBroker Lite is an end-to-end, managed solution that frees you from the complexity and cost of implementing and maintaining business-to-business (B2B) integration. Supporting a wide variety of communication protocols, from modern Internet to legacy dial-up, Kewill MessageBroker Lite can connect any system to any system and any business to any business using standard or proprietary data formats.

As a hosted service, first class solutions can be provided far more cost effectively than could ever be achieved in-house. And by deliberately keeping upfront fees low, costs will directly relate to your volume of trade, making this an ideal solution for start-up or low volume businesses.

Handing over responsibility for your B2B integration to a specialist company like Kewill, means you can be sure that hardware is replaced frequently, system resilience is built in and software is kept right up to date so that the latest functionality is always available. Freed from the day-to-day responsibility of managing and maintaining business integration solutions, people in your own organisation can concentrate on core business issues.

Don't make the mistake of thinking that handing over responsibility means handing over control though. Kewill experts will work with you to help analyse your requirements and deliver a solution that is right for you. The service provides a single point of contact for all your B2B integration requirements and an effective change control environment means amendments are only made following authorisation. And when your business evolves or your requirements change, the flexible, scalable Kewill MessageBroker Lite infrastructure can adapt to accommodate your needs into the future.

## Access to Kewill expertise and experience

With many years of experience, Kewill is a leading international company dedicated to the development and provision of software and services that manage B2B integration. Whatever the size of your organisation, Kewill can offer you not only technical expertise but also a deep understanding of how to bring real business benefit through the right integration solution.

Your introduction to Kewill MessageBroker Lite will begin with a comprehensive consultation with a Kewill professional. All your communication interfaces, trading partners, message types, message specifications, business intelligence needs and processes will be explored before system design begins, making sure that the delivered solution meets your requirements in the most effective way.

Think of the advantages of letting Kewill act as your EDI department. By subscribing to Kewill MessageBroker Lite you will get initial and ongoing management of all your B2B integration needs. You won't even have to worry about setting up and managing your trading partners, the Kewill Trading Partner Management service will handle that too.

## Top quality, secure data centres

Kewill MessageBroker Lite is hosted and managed by Kewill in dedicated data centres. Their infrastructure is monitored 24 hours a day, 365 days a year to provide the round the clock system availability that modern businesses need.

Security standards are high. Firewalls and an Intrusion Detection System protect the infrastructure in a two-tier solution that is also continually monitored. When data is transferred over the Internet, a variety of proven security methods are used including Secure Sockets Layer (SSL). And physical access to the data centres is strictly controlled by several methods including photographic verification.

Power supply is protected through high levels of redundancy provided through a combination of Uninterruptible Power Supplies (UPS) and frequently tested generators. Up-to-date fire detection technologies are in place and advanced systems control the environment in each building.

The high performance hardware is also designed with a high level of built-in redundancy such as dual power supplies and RAID to ensure minimum disruption to service.

## Clear competitive advantage

By seamlessly integrating different systems, databases and packaged applications, Kewill MessageBroker Lite can help your information flow effectively throughout your business and beyond. Secure exchange of information with your trading partners opens up the possibility of operating like one virtual enterprise, gaining efficiencies across organisational boundaries. Kewill can make information work hard for you by providing a solution that flags up incidents before they become problems, removes the bottlenecks caused by human intervention and frees employees to focus on adding value through their core competencies.

In the battle for customer loyalty, Kewill MessageBroker Lite offers you a key differentiator. Through enhanced processes, communications and business agility, it improves customer satisfaction, ensuring a clear competitive advantage and greater revenue opportunities for the future.

### Features

**Trading partner management (TPM)** - Included as part of the service, TPM covers initial trading partner profile development (defining approved communications protocols, data formats and security), provisioning (trading partner registration, deployment and testing), and day-to-day management (management of certificates, IDs, passwords and profile changes).

**Any-to-Any integration** - Kewill MessageBroker Lite connects any system to any system and any business to any business using any standard or proprietary data format.

**Communications** - The communications layer delivers a wide variety of B2B standards including modern Internet and legacy dial-up protocols.

**Business process management (BPM)** - Comprehensive workflow is designed and implemented by Kewill to ensure a client's business processes are managed correctly and efficiently.

**Business activity monitoring (BAM)** - Kewill MessageBroker Lite delivers online displays of real-time and historical information about transactions. During runtime, events and information about events are captured to provide a view of all transactions, error notifications and acknowledgements.

**Hosting infrastructure** - Kewill MessageBroker Lite is hosted on high performance, best of breed infrastructures located in a dedicated data centre.

**Security** - Data centres address logical and physical security risks in a two-tier security system that is monitored 24/7. Logical security is delivered through firewalls and a variety of proven security methods are used when moving message data.

**Scalability** - All equipment is upgradeable and the capacity of both bandwidth and storage can be increased at short notice to meet business requirements.

**Resilience** - The data centre infrastructure is monitored 24/7. All equipment has built-in redundancy. Power is protected by a combination of UPS and back up generators.

**Business intelligence** - A wide range of management information reports can be provided to clients either online or offline. Offline reports cover transaction summaries of message volumes per type and per trading partner as well as reporting on any document processing errors.

**Service levels** - Uptime is managed through a service level agreement (SLA) based on 24/7 availability of the infrastructure.

## More information

Please contact us or visit the MessageBroker Lite online product page:

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