HighPoint® E-Commerce System

Product Datasheet

The HighPoint® E-Commerce System (ECS) is an E-Commerce software infrastructure designed to support shopping for grocery items and other replenishables over the Internet. ECS provides the foundation for the HighPoint Web Store and the HighPoint Smart Appliance Server™. ECS enables home grocery shopping on the Web with current and future shopping appliances and provides a consistent core of business logic and data. With a flexible and modular design, ECS fits into the retailer's existing IT infrastructure seamlessly, reducing the cost of integration and time to market.

"HighPoint's solution comprises a thin-client application that runs on any information appliances, including PDAs, screen phones, and Internet-enabled televisions as well as PCs, and a back-end HPX Server.

The server software includes components for managing communications with the grocer's systems to check inventory and availability, catalog content (product descriptions, price lists, and images), customer profiles, order processing, and scheduling deliveries."

*- AMR Research, Inc.**

HIGHPOINT E-COMMERCE OBJECTS

E-Commerce Objects™ (ECO) are a set of powerful business logic components developed specifically for ordering replenishables online. Objects such as the Shopping Cart, Personal List, Catalog, Product, Category, Promotion, and Customer Segment provide a flexible set of business logic components that are optimized for the online grocery shopping market. ECO also adds powerful search features such as thesaurus and automatic spell correction, facilitating the ordering process and navigation through the retailer's product catalog.

FLEXIBLE DATA MODEL TO FIT YOUR ORGANIZATION

ECS offers support for multiple stores and warehouses. Also, stores and warehouses can share the same product catalog or each have their own catalog.

HIERARCHICAL PRODUCT PRICING AND VISIBILITY

ECS has a powerful multi-tier pricing model for per-product pricing by store or warehouse, delivery zone, and any group of location codes. ECS also offers per-product or per-store promotions, such as sale items, coupons, and BOGOs, as well as personalized content based on customer segments.

BASED ON DYNAMO APPLICATION SERVER FROM ATG

Dynamo™ Application Server, a standards-based, scalable, high-performance application engine from Art Technology Group (ATG), is the ideal platform for e-commerce. HighPoint has leveraged this open Java™ platform to offer retailers the following features:

- Robustness, scalability, and extensibility
- Multi-tier fail-over and redundancy architecture for business-critical applications
- Access to third-party developer support

MODULAR DATABASE CONNECTIVITY

ECS separates database access from business logic and connects to your existing database schema through customized SQL statements. The ECS database connection is made through a JDBC™ driver to a SQL database.

EASY DEPLOYMENT

Developed in Java, ECS is a portable and highly configurable application. ECS offers retailers a choice of operating systems and database format (see system requirements).

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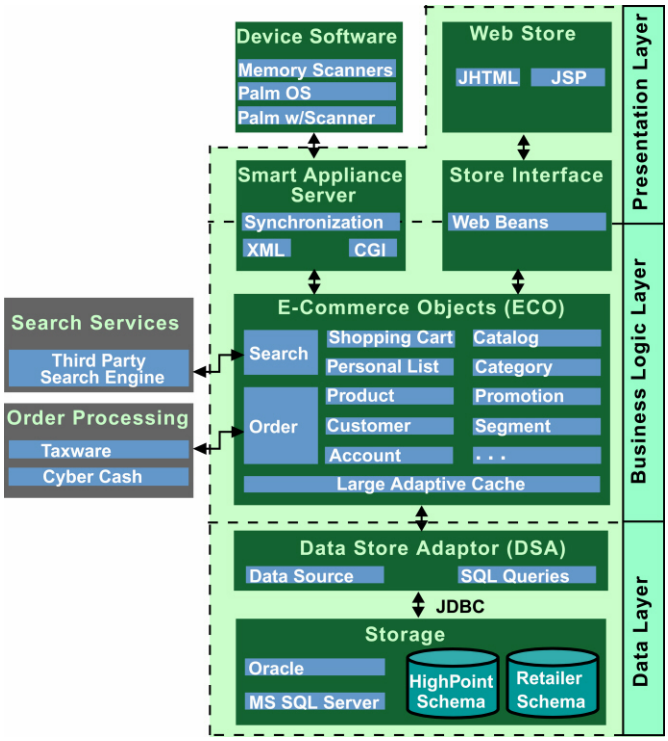
HighPoint

Performance

ECS provides a large adaptive cache for the information used during an ordering session. ECS stores the most frequently accessed product information in memory, reducing access to the database and increasing overall performance. It also optimizes data access through the use of a normalized schema and intelligent SQL queries.



Scalable Architecture

ECS's portable and modular architecture and adherence to technology standards makes it very easy to scale to very large numbers of users. For example, if database access becomes a bottleneck, you can move the database to one or more larger, more powerful database servers. If the application server becomes a bottleneck, it can be distributed across multiple machines with load balancing software. Static content is served via the HTTP server idependent of ECS so that it can be scaled independently.

System Requirements

- 256 megabytes available memory
- One of the following operating systems:
  - Sun® Microsystems Solaris™ version 2.6 or later
  - Microsoft® Windows NT® Server 4.0 or later
- ATG Dynamo Application Server version 4.5 or later
- One of the following HTTP servers:
  - Microsoft Internet Information Server
  - Netscape® Enterprise Server
  - Netscape FastTrack Server®
  - Apache HTTP Server
- One of the following database systems:
  - Oracle® 8.x or later
  - Microsoft SQL Server 7.x or later

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