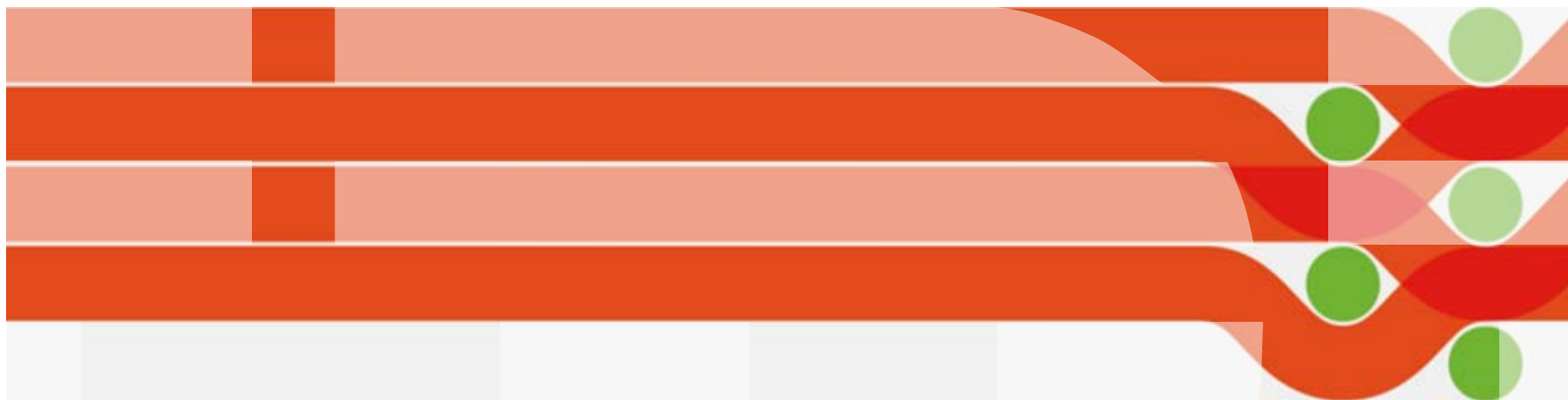


Sterling Commerce – Connect, Communicate, Collaborate

Michael Vulcan – Sterling Commerce Business Unit



Sterling Commerce Inc

- 32 years of experience with a global footprint of 2500 employees and 10,000+ software customers
- Spun out of Sterling Software in 1996 – we were the e-commerce division and became Sterling Commerce.
- Sterling Commerce sold to SBC (who became AT&T)
- Solution Areas include Managed File Transfer, B2B and the Selling and Fulfillment suite.

Sterling Commerce Inc

- What do we do?
 - We provide B2B Infrastructure and Integration software that will expand IBM's ability to help organisations create more intelligent and dynamic business networks.
- How do we do this?
 - We can help you simplify and automate the way you connect, communicate and ultimately collaborate with your business networks – customers, suppliers, partners, regulatory authorities, contractors, field staff, government departments, banks etc
- These Solutions are provided on-premise or on-demand through a cloud based delivery model

Sterling Commerce Australia

- We have:
 - an existing strong local presence with offices in Sydney and Melbourne
 - Australia based customer support and implementation
 - Partnerships with a range of SI's, Channels, Re-sellers, Strategic Consultants
 - 150+ customers
- Equals a Low Risk, Strong Company with Local Offerings and now backed by the worlds greatest software company

Connect, Communicate and Collaborate with Connect:Direct

Robust proprietary protocol to manage File Transfers of Critical Corporate Data within your four walls or externally with your business network. Defacto standard in FSI and moving into Government and other areas as compliance, security, reliability become more important.



Preventing unauthorized access
Secure +

Point-to-point file transfers
Connect:Direct

Connect:Direct

The reliable solution for secure, point-to-point file transfers with your business network

▪ **What it does**

- High volume
- Large size, high performance file transfers
- File based not message based ie co-exist with MQ
- Pier to Pier

▪ **How it is delivered**

- Client-server application optimized for high volume, assured data delivery
- Well defined API that supports multiple clients and schedules jobs on a one-time, recurring, or continuous basis
- A protocol invented by Sterling Commerce that has never been breached
- Supports any and all platforms – mainframe, unix, windows, tandem etc.

Connect:Direct

▪ **What differentiates Sterling Commerce**

- Reliability – Eliminates file transfer disruptions from software failures and removes rouge FTP
- Automation – pre and post processing of files transferred
- Management – Monitoring and alerts (SNMP, email)
- Integration – Application to Application
- Security – has secure+ option. Gaining approved to EAL 2.

▪ **Defacto standard in FSI – All Tier One banks and most Tier Two banks use it including RBA in Australia and APCA endorsed for bulk file/payments/COIN project.**

- **Large Distribution Company: order processing and integration with WMS**
- **FSI's to mailing houses/Credit Card/Brokers for security related printing and filing**
- **Large organisations for data centre backups**
- **Government for audit log movement**
- **Retailers for loyalty and PAD data exchange**

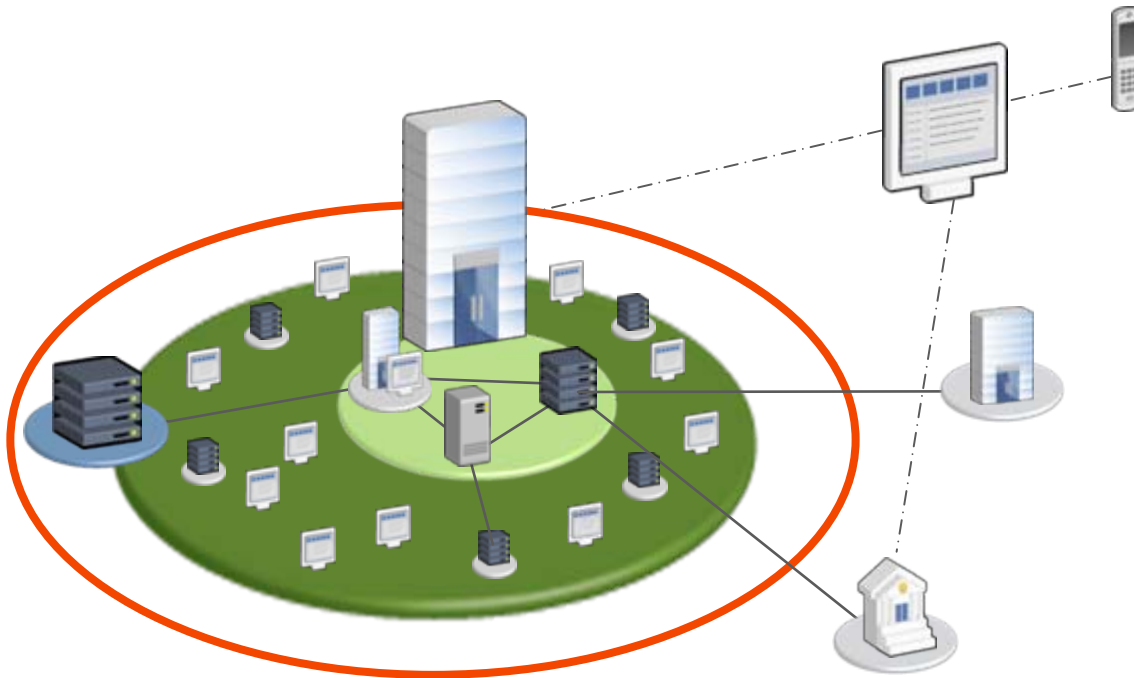
Gartner Magic Quadrant



Sterling Control Center

Gain Central control and oversight of the movement of critical corporate data and provide monitoring of potential failure to comply to SLA's.

Manage and monitor file transfer activity
Sterling Control Center



Sterling Control Center

Delivering higher levels of service for key integration and transfer services

■ What it does

- Consolidated logging, reporting, and analytics for all transfers and integration processes
- Rule-driven service level management
- Alerts and notifications

■ What it allows customers to do

- Have visibility into all file transfer activity from a central console
- React to transfer events before they impact SLAs
- Easily provide compliance reporting and mobile monitoring
- Central configuration management for Connect:Direct servers, Sterling File gateway

■ Management Dashboard with Green and Red flags of total file transfer success or failures

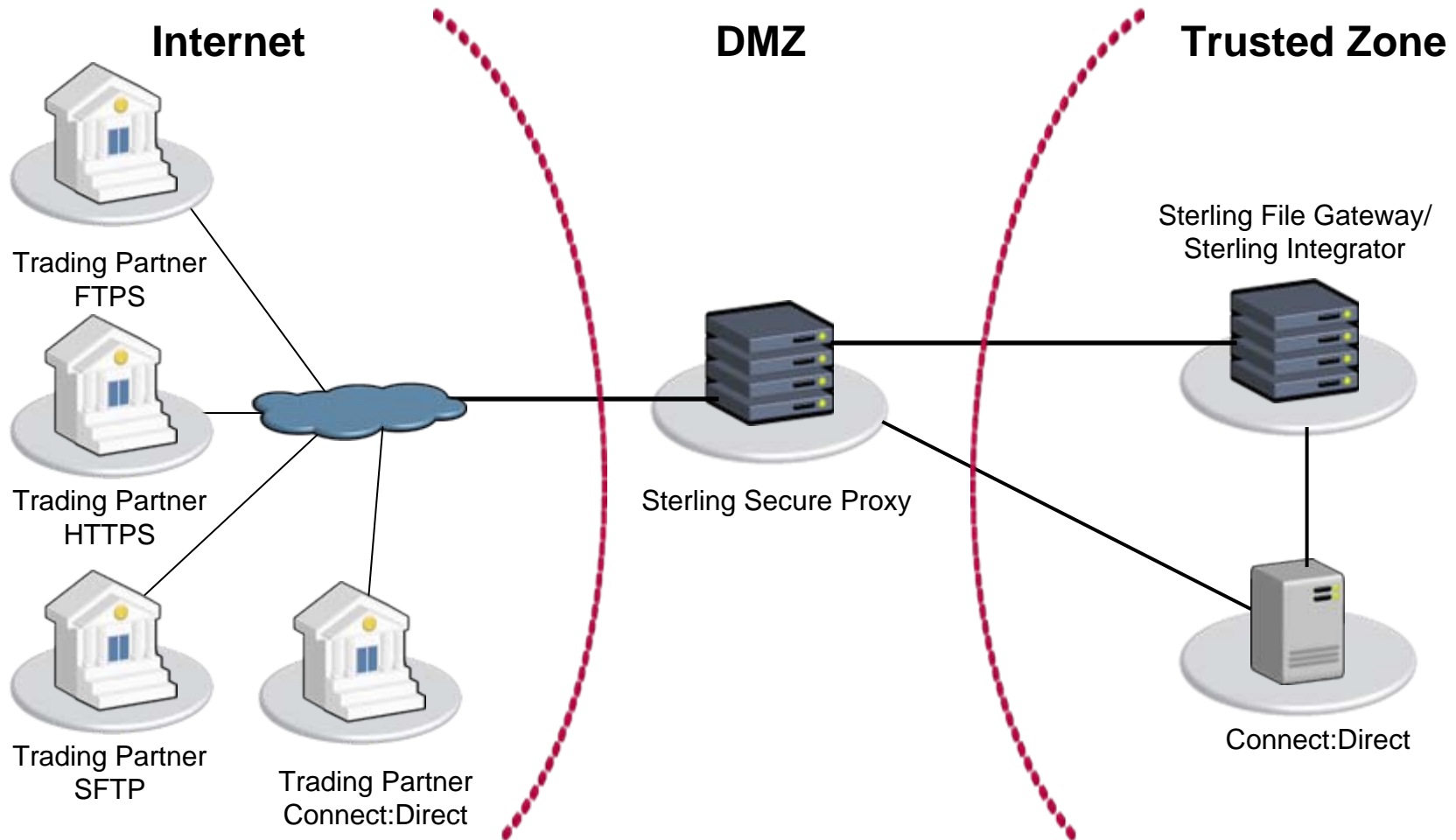
Sterling Secure Proxy

Remove the security exposure for Critical Corporate Data exchanges while satisfying compliance and security requirements - Enforces SSL Session Breaks and Multi-factor Authentication in DMZ.and protocol Inspection



Preventing unauthorized access
Sterling Secure Proxy

Secure Proxy Enforces SSL Session Breaks and Multi-factor Authentication in DMZ



Sterling Secure Proxy

An application proxy that protects internal networks from the security risks associated with Internet based trading partner, customer and supplier data exchanges.

▪ **What it does**

- Prevents direct communication between external and internal networks
- Authenticates identities to prevent unauthorized access
- Supports FTP, FTPS, HTTP, HTTPS, SSH/SFTP, PeSIT and Connect:Direct protocols

▪ **How it is delivered**

- Resides in the Demilitarized Zone (DMZ)
- Integrates with existing security infrastructures such as LDAP, Active Directory, Tivoli

▪ **Banks, Governments use to ensure integrity and security with their Business network**

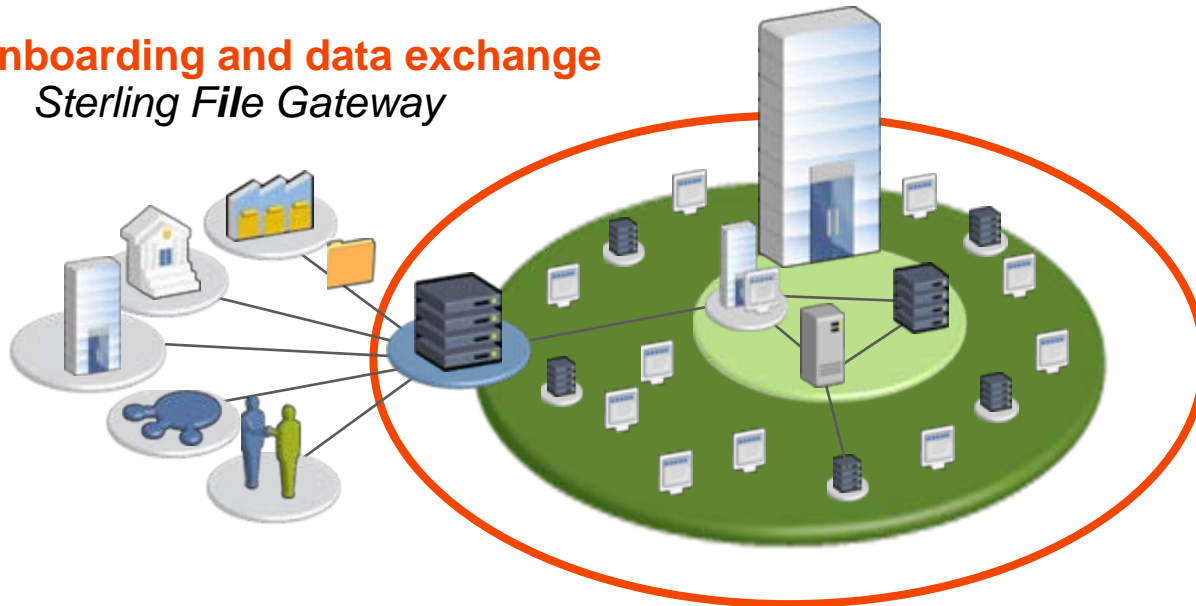
Connect, Collaborate and Communicate with Sterling Integrator our B2B Integration Broker

- Sterling Integrator (Gentran previously) is a single product :
 - Java based with Business Process Management Core
 - Supports Windows and Unix – single environment or clustered for HA and Load Balancing
 - File Gateway – outward facing to enable you to be more agile (through capability to support any protocol, file format, standard within your Business network)
 - Message broker enables Intelligent collaboration with your business network via Validation/Translation/Transformation engine
 - Supports over 2000 “structured and distinct documents” covering Retail, Healthcare, Education, Banking, insurance, Transport, Logistics, Hazardous Goods etc eg Purchase order is one distinct document

Connect, Communicate and Collaborate with Sterling File Gateway – a component of Sterling Integrator

Manage “edge of the enterprise” based data exchanges with an intelligent centralized gateway, supporting structured and unstructured communications across any channel to any part of your business network – improving your agility.

B2B onboarding and data exchange *Sterling File Gateway*



Sterling File Gateway

An “Edge” based application for exchanging data between partners, customers, suppliers and employees

▪ **What it does**

- Provides a centralized file gateway for processing inbound and outbound files
- Supports any format, any protocol, any size B2B file transfer

▪ **How it is delivered**

- Application layer built on a B2B integration gateway
- Mail box services, communication adapters, technology adapters
- Unix, windows, stand alone or clustered

Sterling File Gateway

▪ **What it allows customers to do**

- Consolidate disparate centers of file transfer activity to a central gateway
- Minimize the risk and steps required to transform and process data
- Gain visibility and governance oversight of data exchange activity
- Accelerate trading partner on-boarding regardless of system or protocol

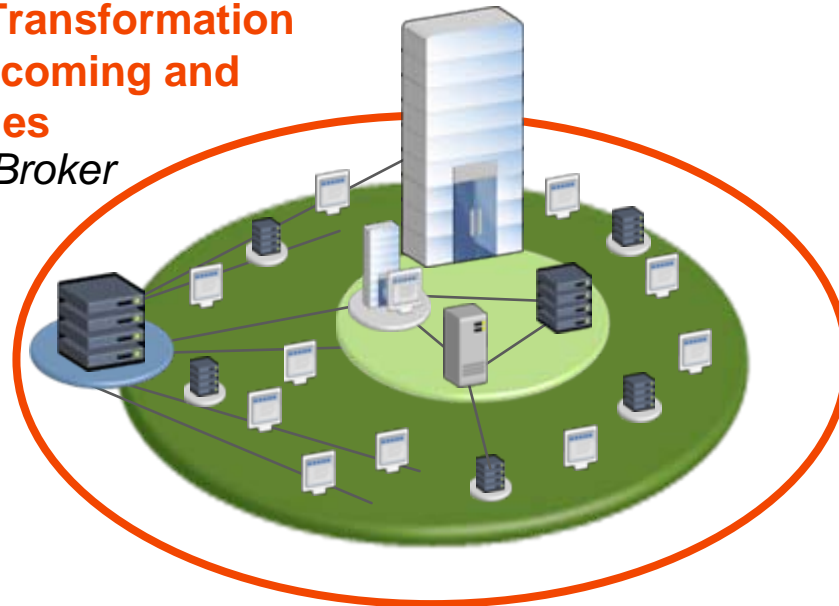
▪ **What differentiates Sterling Commerce?**

- Unmatched scalability and performance to support the largest enterprises
- Using business rules and file content to intelligently transform and route data
- A single B2B integration platform to enable “Edge” based data exchanges across entire Business Network

Connect, Communicate and Collaborate with Sterling Message Broker – a component of Sterling Integrator

Internal Interrogation, Management and Integration of B2B Exchanges between your Backend legacy/erp/database systems and your Business Network.

Interrogation, Validation, Transformation and Translation of incoming and outgoing files
Sterling Message Broker



Sterling Message Broker

An “Edge” based application for Interrogating, Validating, Transforming and Translating Data data between internal systems and your Business Network and vice verca.

▪ **What it does**

- Provides a centralized file gateway for Interrogating, Validating, Transforming and Translating inbound and outbound files for processing by back end systems
- Supports any format, any protocol, any size B2B file transfer
- “Any to Any” translation and supports escalation procedures

▪ **How it is delivered**

- Application layer built on a B2B integration gateway
- All actions based on a Business Process Management Layer
- Application, Messaging and Technology Adapters

Sterling Message Broker

▪ **What it allows customers to do**

- Consolidate disparate internal systems of File Translation and Management and Business Process Management to a central gateway
- Minimize the risk and steps required to transform and process data
- Enable Host to Host integration internally and Corporate to Corporate integration externally regardless of system, protocol, file format.

▪ **What differentiates Sterling Commerce?**

- Unmatched scalability and performance to support the largest enterprises
- Strong EDI and other newer format understanding = faster processing
- Using business rules and file content to intelligently transform and route
- A single B2B integration platform to enable Internal Integration

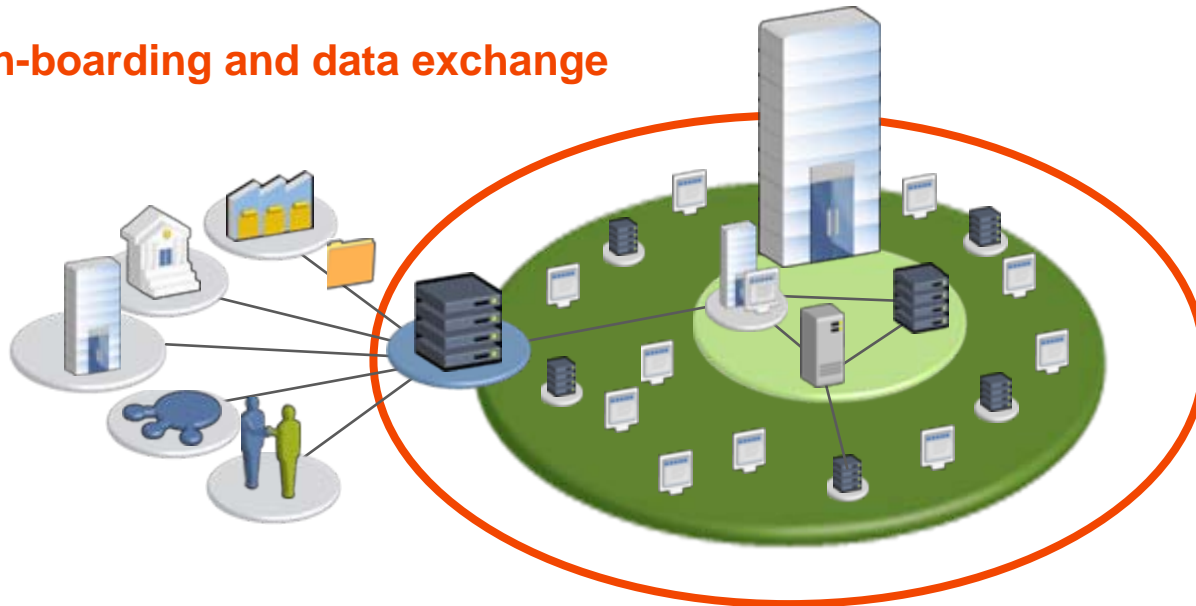
Customer Examples

- Retailers use for structured “EDI” exchanges with their Suppliers – PO, POA, ASN, RCTI
- Banks as File Gateway to receive Payment files from SWIFT, Corporates on the Institutional side, partners
- Global FSI for processing of batch credit card authorisation payments from large merchants
- Telco for sharing of billing information with wholesalers
- Manufacturing for sharing of Product availability
- Transport for receiving dangerous goods manifests
- Insurance company to link with brokers and resellers
- Educational institution to link with overseas student processing/brokering companies
- Government department to pre-processing Validation of BIG files

Connect, Communicate and Collaborate with Sterling Collaboration Network and Managed Services – an on-demand Cloud based File Gateway and Message Broker

Manage your entire Business Network from AS2 to web forms through an off-premise solution including Community Enablement and Integration.

B2B on-boarding and data exchange



Sterling Selling and Fulfillment Suite Manages the Complete Commerce Lifecycle – for another day!

