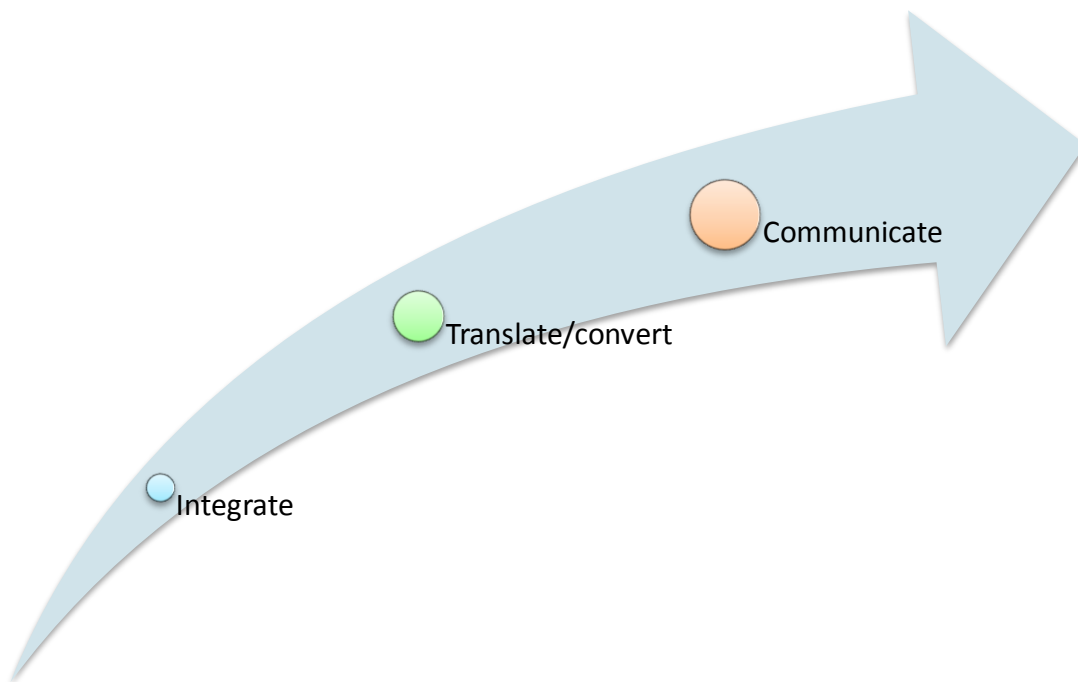


Integrate, Translate, & communicate your business documents with your Trading Partners in **ONE simple workflow** process.



eLife Coupler Enterprise[®] :

A comprehensive suite of eBusiness Tools for Business Process Management, Workflow Automation, Data Integration, and Secure B2B communication. It is simply the easiest way to build and deploy eBusiness projects in a record time and without a single line of code.

Overview

eLife is offering an innovative, efficient, off-the-shelf solution: "The eLife Coupler[®]", which empowers enterprises to collaboratively plan, automate, track and improve their business processes, helping them to become more productive, responsive, and profitable .

Leveraging standard technologies, such as SOAP and XML, eLife Coupler delivers key advantages of complete Web-centricity. These advantages include: ease of management, deployment, participation, integration and adherence to open standards. Thus, enterprises can integrate eLife Coupler seamlessly into their existing IT environments without having to expend extra costs and IT resources.

By applying eLife Coupler, users have all the advantages of an enterprise solution and the tools necessary to perform their day-to-day business activities. eLife Coupler[®] will make your enterprise function more efficiently & effectively by eliminating repetitive manual and paper-based processes through automating work distribution, routing, tracking, and reporting functions, therefore, reducing your operating costs, improving your customer relationships, tightening your supply chain, & increasing your employee's productivity by letting your skilled employees concentrate on tasks that require their expertise and personal touch.

Moreover, our support and services team can help you develop and maintain your workflow-enabled application for less than the cost of in-house development.

eLife Coupler's commitment to business process automation ensures continuous development and research and adherence to the latest technology open standards.

Executive Summary

How do you spell B2B, B2C, ebXML or EDI for that matter? I figured out the answer to that question with a product called Coupler from eLife. It has been a long time waiting for an easy to use solution to assist me with “EDI document delivery”. I am talking a really easy solution. I am talking about something that does not take much brain power or heavy programming skills. eLife Coupler delivers on the ease of use and still is a powerful tool with many features.

In this day and age with many different customers and solutions it seems like an endless sea trying to get a good standard for exchanging electronic documents with your trading partners. With all the communications protocols, messaging formats, communications systems and document types it’s like counting the people in Times Square on New Years Eve.

In the short time of using Coupler I have found it takes just a few minutes to design your data flow process. Did I say “design”? Yes. Coupler has a Designer that works like drawing a flow chart. Insert a Start, a pickup port, a message envelope (SOAP), compression or encryption, a talker, and End. With a few right-clicks and setting some properties you have completed your process. It is almost that easy. The same goes for setting up a listener process, just in reverse (Start, Listener, compression or decryption, drop off port and End.).

I have also noticed a good growth in the products functions and design. Do you need to exchange documents using AS1 or AS2? B2B or B2C? Do you need to push the incoming data into a database, or pull from a database? Do you need to convert from one document format to another? Do you want to FTP the documents? Or send as (Need More Input)? Coupler has these capabilities and a lot more.

Tom Tinsley, EDI Systems Administrator

Bowater Incorporated.

What is eLife Coupler?

eLife Coupler (Enterprise) is a business process integration and communication software for small and mid-sized companies (SMB's). The Coupler makes building powerful EAI/B2B/SOA/EDI solutions available to SMBs who have challenging integration requirements but cannot afford the time and expense associated with implementing complex integration solutions typically employed by larger enterprises.

eLife Coupler's unique Visual objects Designer and Mapper Platform allows companies to integrate applications, communicate with trading partners and data with point-and-click ease *in an all in one system*. Using a visual process designer, users drag and drop integration and communication components from a palette onto a "drawing board" to build very simple to very sophisticated business processes solutions. Integration configurations are built automatically and in the vast majority of cases, *in a code-less environment*. Implementations are accomplished with *exceptional speed* – typically in days, not weeks, months or years – allowing customers to quickly realize the return on their investment in Coupler. Actively developed for over 10 years, the product is now on its eighth major release and has reached a high level of functionality and sophistication.

eLife Coupler value

Speed

eLife Coupler enables you to move at the speed of your business, free from hardware, software, network, or people constraints, in addition, to cutting the implementation period of applications to hours instead of weeks and months.

Reach

eLife Coupler levels the competitive grounds and allows you to compete with other big competitors providing you with the ability to implement IT best practices even if you are on a limited budget.

EDI Translator Integration: Translate your data using a 100% code-FREE powerful Mapper.

AS2 Wizard: Quickly configure AS2 trading partners.

ebXML wizard: Quickly configure ebXML trading partners.

Web Client: A remote application that allows a partner to connect to a server partner and perform web services including C2B or B2B, and remote access to tracking information.

Tracker: provides runtime and archived views of records or logs that show your organization's inbound and outbound documents

Integrated Scheduler: Set transmissions to occur automatically, at any time.

Program Help, staff help and Web Demos: Instantly get access to information and tips.

Communication Protocols
FTP, SFTP, LAN, HTTP, HTTP/S, POP3 and SMTP, AS2, & ebXML Messaging Service

Security Options: Encoding, Digital signatures, Certificates, Encryption, Compression

Platforms
Windows 2000/XP with SP2,

Security

eLife Couplers multiple security algorithms provide flexibility and trust (Encoding, encryption, digital signatures, certificates, Compression)

Cost

Through automating repetitive tasks in your organization you will be able to save up on costs. eLife is a cost effective software that can be afforded by any type of enterprise.

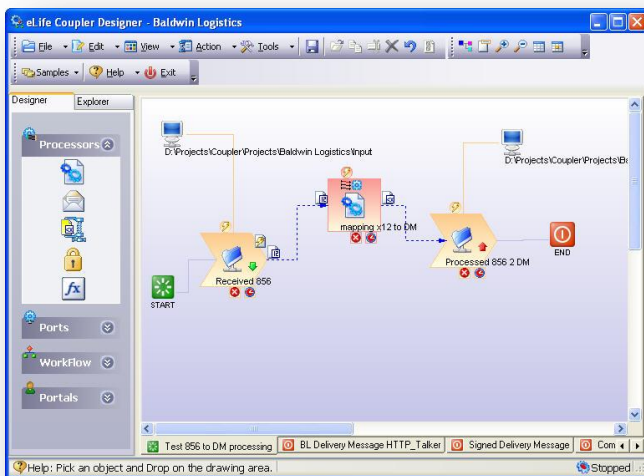
Are you a large enterprise?

eLife enhances your in-house IT resources by relieving your key personell from routine maintenance work and freeing them to focus on more strategic initiatives. Do you have multiple branches? Or partners? eLife will make it easier for you to communicate with them, and allows you to integrate and automate documents between them.

A Tour around the eLife Coupler Modules

eLife Coupler Enterprise consists of 4 modules ALL-in-ONE:

- Visual Workflow Designer and Explorer
- Visual Drag and Drop Mapper
- Real-time Tracker
- Start/Shutdown Control Panel. eLife Coupler Designer and Explorer



eLife Coupler Designer

This module allows you to graphically design & manage your processes. It allows you to drag and drop objects into the design pane to create a process workflow.

Integrate. Automate. Communicate:

A- Integration:

The Data Resources that you can be used for processing/pulling/pushing in the Coupler are:

- Database (any OLE DB provider)
- EDI X12/EDIFACT
- Excel
- XML
- XSLT
- WORD
- Html
- CSV
- Fixed length resource
- Delimited text resource.

Integrating your resources requires MAPPING* of data fields and adding SQL commands. (Note: if there's no processing with the data itself, then there's no need for mapping and commands.)

B- Automation:

Schedule your processes to perform tasks at specific times (date, day, time) by using the "scheduler" or/and using "Process Triggers".

C- Communication:

After processing and automating your data you need to specify where you want this data to go. Here, you need to create a port. It can be an incoming port or an outgoing port.

Transport protocols: (PORTS)

- HTTP
- HTTPS
- FTP
- SFTP
- SMTP
- POP3
- LAN

Messaging Protocols:

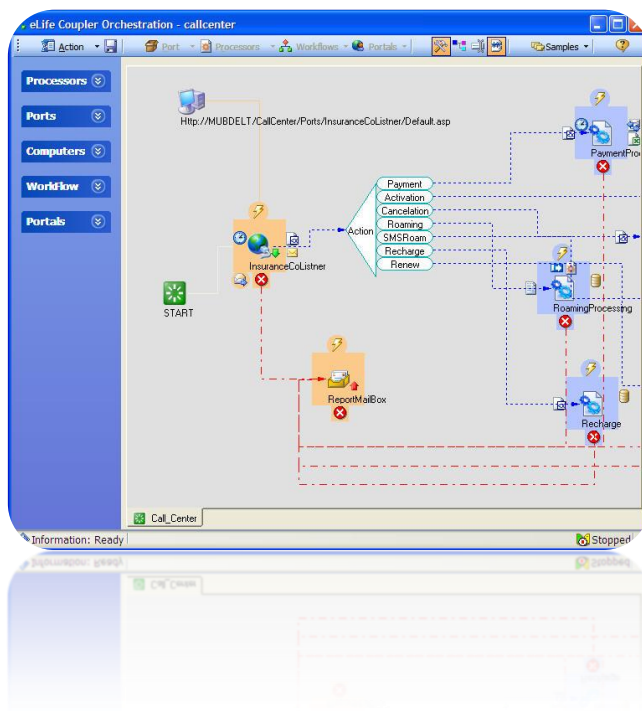
- ebXML
- AS1
- AS2

Security methods:

- Encoding
- Certificates
- Encryption
- Digital Signature
- Compression

Workflow Elements:

- ◆ decision box (for managerial or hierarchical approval purposes)
- ◆ Case-action box (case >100 go to x, case <100 go to y, etc.)
- ◆ start (shows where the workflow starts)
- ◆ end (shows where the workflow ends)
- ◆ ADD (aggregation of data- for consolidation purposes)



Benefits of using the eLife Coupler® in your organization

eLife Coupler is a comprehensive business tool that streamlines and automates an organization's mission-critical business processes, regardless of complexity. It can be deployed in a single department, across an enterprise, or in business-to-business environments to speed decisions, increase productivity, and maximize efficiency without compromising flexibility.

Key Benefits:

- Allows B2B communication between partners and branches using the most advanced messaging techniques: ebXML, AS1 and AS2 messaging
- Saves time and money by streamlining business processes electronically throughout and beyond the enterprise-easily, accurately, efficiently, and consistently.
- Eliminates inefficient manual and paper-based processes by automating work distribution, routing, tracking, and reporting functions.
- Eliminates bottlenecks presented by staff absences and turnover.
- Increase employee productivity. Free your experienced, skilled staff so that they can concentrate on those tasks that require expertise and a personal touch.
- Automates the execution and control of routine procedures by the use of eLife Coupler's "scheduler", without relying on individuals to initiate successive stages.
- Gets the right work to the right person, by applying case actions and decision box approvals.
- Reduces the cost of in-house development & eliminates the need for complex programming, by creating automated workflows using a flexible, user-friendly workflow design tool:" the eLife Coupler orchestrator".
- Provides rapid implementation of complex business processes.
- eLife Coupler Tracker tracks the progress of each process or transaction while providing full audit capability. Clear and exact tracking and archiving give real-time and archived messaging events.
- eLife Coupler's multiple security algorithms provide flexibility and trust.
- Provides Web Services enabling technology which help in minimizing transaction times and lowering transaction costs, sharing design and business information, and aiding collaboration.
- Runs on Windows® platforms

eLife Coupler's Interface, product highlights

eLife Coupler's® functionality and features are only available in products that by far much more expensive and by far harder to use. Some features are:

- Visual and Interactive Designer for Workflow and Process design.
- Web Services Client and Start/Shutdown Control Panel.
- Manipulation of system configuration data for advanced users.
- Visual Message and transaction tracking.
- Error monitoring during test and runtime
- Visual examination of archiving folders
- XML storage of configuration data
- Open system (use XML technology)
- Quick deployment
- User friendly (NO need for programmer)
- Includes a help file
- One of the messaging features implemented by eLife Coupler® is ebXML which stands for electronic business XML. This protocol is widely adopted by businesses and industries worldwide. It consists of:
 - ➔ Reliable messaging
 - ➔ Encryption and digital signing of data
 - ➔ Transport over HTTP, FTP, SMTP, POP3...etc.
 - ➔ Tracking and archiving.

Common usages & implementations of the eLife Coupler® in your organization

- EDI (Electronic Data Interchange)
- Data translation/integration
- Use it as a B2B, B2C, or B2G platform
- Use it for Data Push/Pull
- Report Generation
- AS1 and AS2 messaging
- ebXML Messaging
- Secure file transfer in different formats. Coupler securely and reliably sends and receives B2B eBusiness documents.
- After-sale service management
- Warehouse management
- Web/email platform
- Creating Dynamic Web Applications
- Migration from EDI to XML
- Transfer of MS Excel spreadsheets to Database and vice versa.
- EAI Applications
- Automatic download, upload and update of files to databases.
- Automatic email generation and parsing
- Automating Stock control, Automating a Call center
- Creating insurance claims
- Proposal preparation (requiring formal approvals- Manager approval)
- Financial Applications: Manage the review and approval process for commercial loan applications made to financial institutions.
- Accounting Applications: Creating expense claims
- Monitoring and reporting. Institutions involved in global banking and that have a large international Branch network can monitor their branches' activity, for example by receiving copies of statement messages. Trade confirmations can be copied to clearing institutions or custodians for reconciliation, compliance or monitoring purposes.
- Consolidate different data sources; clearing checks.
- Medical Applications: Managing medical records

Implementation Cycle

System Requirements:

- Hardware requirements: Pentium class system with 128 MB RAM and 100 MB free disk space. Server running Windows XP Pro with SP2, Windows 2000 Professional /Server /Advanced Server, Windows 2000 Service Pack 2:
<http://www.microsoft.com/Windows2000/downloads/servicepacks/sp2/download.asp>
- Software Requirements: Windows Internet Information Services IIS installed. Microsoft Internet Explorer version 5.5 or higher. Exchange Server or access to SMTP and POP3 internet server. MDAC 2.7 (to-do: put the link to mdac2.7 from Microsoft site)

Plan your solution

- Determining the trading partners with which you want to integrate.
- Define the business processes that you want to implement with each trading partner.
- Determine the business protocol's used to communicate with each partner

Design, Build, and test your solution

- Design your processes using Orchestrator
- Build project resources, Ports and Processors
- Test different encryption and signature combinations
- Test different transports communication
- Test Maporators in mapping data
- Test using loop back
- Test between two systems

Deploy your solution

- Use Backup/Restore to deploy your project on production computers
- Use Import/Export to move ports and Transactors between projects
- Start Coupler[®] projects on all computers

Administer and Tune your solution

- Using the Orchestrator, Manager and Tracking, tune your solution for more effective scheduling, security and reliable messaging.
- Modify workflow processes to improve readability and presentation.

Licensing

Licensing is available for individuals, work groups, or enterprise. This highly competitive licensing approach, combined with rapid implementation and seamless web integration, enables eLife to provide enterprises with a genuinely lower total cost of ownership and a significantly quicker return on their investment.

Coupler Enterprise Server can be used by one User; however, to add more users for development purposes, you will need to purchase the developers license for each user at a minimal cost.

Each developer can work on a separate map and later combine his efforts to the project on the main server and run it on the main server.

The Developers License includes the following modules: Coupler Explorer/ Designer/ Mapper.

The Coupler Enterprise Server includes: Coupler Explorer/Designer/Mapper/Control Panel/ Tracker

For more information, please Contact us: sales@elife.ws

On-site Training and other training services

- ◆ Immediate Access to Training Demos upon purchase.
- ◆ Staff Training
- ◆ Help File