



Synchrony™ Gateway

A single point of contact to trading partners maximizes business efficiencies and opportunities. To deliver transaction visibility, alerts, analytics, control, security, uptime, scalability, and automation, you need a maximum-strength business solution that's part of an overall management framework.

Partner & Internal Clients

Browser-accessible portal

Web-service accessible portal

Pre-built Collaborative Applications

Performance Agreements | Acct. Reporting | Reverse Logistics | Demand | 3rd P

a>scalable <way to manage dynamic communities

Pre-built Collaborative Processes

Data Sheet

- Manage secure communications with thousands of trading partners
- Consolidate diverse B2B communications into a single framework
- Reduce overall transaction costs
- Quickly ramp up partner communities
- Support standard protocols
- Improve compliance with mandates

Axway is the leading global provider of collaborative business solutions.

Defying boundaries, Axway accelerates and optimizes cross-business processes within and among enterprises. We establish the connections that make companies easier to do business with — improving value-chain efficiency, regulatory compliance, and quality of service.

That's business in motion. That's Axway.

Challenges

Many companies have completed successful application-to-application (A2A) integration projects and are now reviewing how to best integrate their trading-partner community. The challenge is to find an efficient, centralized, and automated solution that is both cost effective and flexible.

Beyond connecting a select group of trading partners, your company must connect hundreds, if not thousands, of trading partners to extend its efficiency, visibility, and control across its entire value chain.

Trading communities can be diverse, with partners of varying size, each trading at a different level of importance or a different level of technical sophistication. In fact, some enterprises may even dictate the standards over which they are willing to trade, such as EDIINT, AS2, ebXML, or SWIFTNet.

To meet these challenges, a B2B solution must have the flexibility to support a wide range of connectivity methods, yet retain the agility to integrate new partners and technologies to meet future needs.

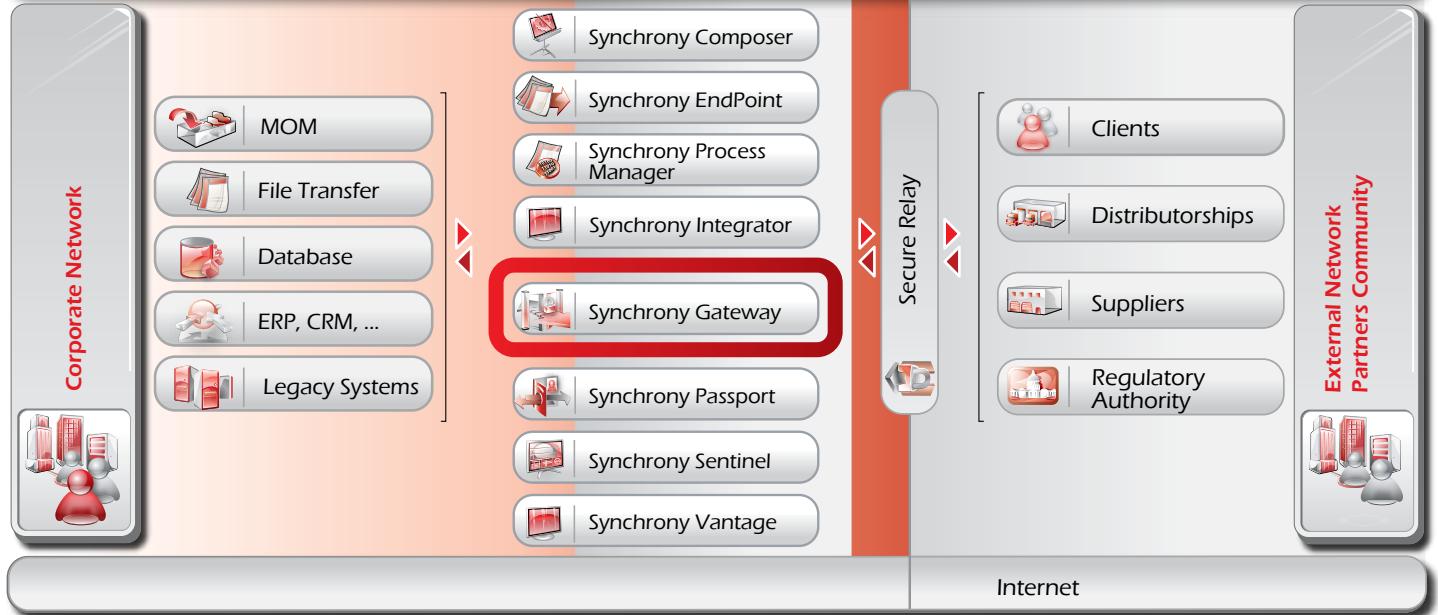
Additional Challenges

Companies that do e-business with a select group of key trading partners may deal with one or all of the following external drivers:

- Increasing control over FTP with Managed File Transfer (MFT)
- Reducing internal data transaction costs
- Increasing audit requirements, due to Sarbanes-Oxley (SOX)
- Standardizing to industry mandates such as UCCnet, AS2, and ebXML
- Complying with government mandates (for example, HIPAA, CSOS, and HL7) for B2B transactions
- Complying with directives from key trading partners



Synchrony Gateway



The Axway Solution

Synchrony Gateway provides many competitive business advantages.

Choose the Best Combination of Technologies for Your Business

Synchrony Gateway supports multiple B2B standards and formats through a single solution. You and your partners have the freedom to choose the best combination of Synchrony Gateway protocols and standards that fit your specific business needs, whether you require:

- High-availability with *active-active clustering* and distribution of services across multiple computers, or
- A less complex solution with lower transaction volume requirements running on one computer.

Gain Peace of Mind

Our solutions have become the de facto standard in a growing number of industries. Axway is a leading participant in many standards organizations, including: ebXML, EDIINT (AS1, AS2, AS3), the Global Commerce Initiative (GCI) and RosettaNet, among others.

Save Time and Money

Affordable and easy to implement, Synchrony Gateway easily and effectively manages trading partners and communities via a consolidated point of entry that provides easy control of your operations.

With Synchrony Gateway, you can:

- Rationalize your infrastructure's multiple A2A/B2B connectivity methodologies and solutions.

- Reduce the overall transaction costs of doing business with your partners.
- Quickly establish relationships with business partners and manage the evolution of those relationships.

Synchrony Gateway optimizes cost savings by being automated and easy to implement – yet flexible enough to change – while providing visibility into critical, technical business events.

Proactively Track and Manage Business Events and Transactions

Offering end-to-end monitoring of all A2A/B2B exchanges across the enterprise, Synchrony Gateway provides real-time notification of issues and errors.

Your business staff can now:

- Proactively track and trace all events within your trading community, detecting and correcting potential problems before they impact business processes.
- React on-time to business events and better leverage supply-chain events for business purposes (such as: increase revenue, reduce cash-to-cash cycles, and improve accounting synchronization).

Synchrony Gateway also promotes best practices for all trading partners, allowing vendors to meet Service Level Agreements (SLAs) and delivery commitments.

Achieve High Availability and High Quality of Service (QoS)

As companies strive to streamline processes and improve efficiencies with their core trading community, they must carefully select and implement an automated approach to B2B over the Internet. These companies demand that their B2B solution



uses clustering and automatic failover to ensure mission-critical uptime and better quality of service to partners.

Scale Up or Down

Synchrony Gateway solutions scale up to meet the needs of large, multi-national enterprises, or scale down to meet the needs of regional businesses, or even small- to medium-sized businesses.

Tighten Up Security

Security is another challenge of B2B collaborations: You want to grow your trading community, but without jeopardizing your company's reputation. Your company brand and the preservation of your customer loyalty depends on your ability to:

- Communicate with your partners safely and securely.
- Ensure data confidentiality and integrity.
- Provide a guarantee of non-repudiation, with secure audit trails.

Be Flexible, Yet Specialized

Synchrony Gateway's flexible structure meets the most demanding business-to-business integration (B2Bi) needs by using a variety of standards, including, but not limited to:

- EDIINT
- ebXML
- SWIFTNet (FIN, FileAct, InterACT)
- Variations of secure FTP (SFTP, FTPS)

If your business needs to align closely with managed file transfer (MFT), Synchrony Gateway provides specialized solutions for your internal and external managed file transfer requirements, or both, if needed.

If your industry is related to healthcare and life sciences, financial services, or supply chain, or if you have specific needs such as product pedigrees (for anti-counterfeiting in pharmaceutical or aviation-manufacturing applications), Synchrony Gateway can deliver *Dynamic Specialization* to address the specific collaborative business requirements of your industry.

Dynamic Specialization

Axway understands that business integration needs vary significantly, and are generally based on: the size of your business, the size and complexity of your trading community, the role of your business in the trading community, and your industry. Axway uses *Dynamic Specialization* to address the specific requirements for each of these fundamental drivers.

Dynamic Specialization Expedites:

- *Time-to-operation and time-to-market:* Synchrony Gateway's

ease of deployment, consistency of deployment, and configurability (ease of specialization and customization) make it possible.

- *Business – IT alignment:* Synchrony Gateway easily adapts to market changes. Its centralized configuration and software configurability enable dynamic adaptation. Its extensibility guarantees easy solution upgrades and the support of current and future standards.

How To Get Started

As part of the Synchrony family of products, Synchrony Gateway features a set of modular, inter-operating components that offer complete flexibility to meet your business needs.

With Synchrony Gateway, You Can:

Start anywhere: You can start your collaboration anywhere – any project, any department, any scale, any speed, even any individual dataflow.

Use anything: By providing a set of modular and inter-operating technology components, Axway lets you use any component in any combination.

Synchrony Gateway: Part of the Synchrony Framework

Axway Synchrony is the Service-Oriented Architecture (SOA) framework used to build and specialize Axway's Collaborative Business Solutions. The Axway Synchrony Framework consists of components that provide a complete business integration management solution.

Synchrony Gateway family of products includes Gateway Interchange and Gateway Secure Relay.

Synchrony Gateway Interchange provides powerful management of B2B communities and enables Managed File Transfer (MFT) and business-to-business (B2B) environments. It is available in several scalable editions.

Synchrony Gateway Secure Relay protects B2B communication in the DMZ against security attacks and prevents intrusion into the corporate network.

Synchrony Integrator powers data management through mapping, transformation, data-flow modeling, and a suite of ERP and CRM adaptive technology. It makes transformation and integration easy by:

- Integrating partners with enterprise data, which may be stored using a wide range of technologies.
- Transforming enterprise data into an acceptable partner format prior to routing it to the preferred data-transfer method.



Synchrony Sentinel is a complete Business Activity Monitoring (BAM) solution that performs complex event processing (CEP), including:

- Event capture and filtering
- Event persistence in operational data stores (ODS)
- Event correlation
- Different display and alerting mechanisms

Synchrony ProcessManager is a Business Process Management (BPM) solution that models and automates processes. ProcessManager supports Business Process Modeling Notation (BPMN), an Object Management Group (OMG) standard for drawing process diagrams. Used in the context of a B2B gateway, it helps automate the SLA with partners using process control to handle all business events of the B2B collaboration.

Synchrony EndPoint is a B2B connector solution that helps companies move collaborative business transactions to the Internet quickly, efficiently, reliably, and safely. It provides a single connection that enables your company to easily and rapidly begin transacting over the Internet with a key trading partner, value-added network, or government/industry entity.

The Axway Advantage

Synchrony Framework is designed to meet your business collaboration challenges. It provides you with decades of experience in technology components and collaborative business solutions.

With Axway, you have the freedom to start anywhere and use anything, because each component may be used independently, or combined with any other component to meet your needs.

Axway's Dynamic Specialization offers the fastest time-to-operation and time-to-market for process, business, and system integration, to meet the requirements of your business.

Take the Next Step

Axway is with you for the long-term. We have long-running relationships with over 8,000 customers for many reasons:

- Axway works with our customers to better understand your requirements and be your long-term partner.
- Axway commits to the success of your project, due to our years of expertise in the business-collaboration domain.
- Axway offers a highly flexible business platform. For example, you can start with a B2B gateway, continue with the integration of your existing IT infrastructure, and then implement end-to-end process control, with business monitoring of your trading-partner activities.
- Axway wants to be your partner of choice for all your business-integration needs, including: application-to-application (A2A), business-to-application (B2A), and business-to-business (B2B).

All Over the World, We Are Here to Support You.

Axway's professional services specialists are ready to help you achieve *Dynamic Specialization* of the Synchrony Framework, and provide you with customized Collaborative Business Solutions that meet the challenges of your changing business.

We Are Close to You. We know our business, and we work hard to know our business. Allow us to build the right solution for your unique requirements and provide you with the means to further specialize the solutions we deliver to you.

business. in motion.



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About Axway

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Axway provides the most flexible solutions for moving, managing, tracking, and transforming information, on-demand or on-premise. Axway establishes the dynamic connections — within and among enterprises — that make companies easier to do business with. Built on a service-oriented architecture (SOA), Axway's Synchrony™ solutions feature a highly flexible and comprehensive application integration and B2B framework, with community management and visibility for right-time intelligence. Spanning all industries, over 8,000 organizations in more than 100 countries depend on Axway to manage and control their business-critical information in motion — improving value-chain efficiency, regulatory compliance, and quality of service. A subsidiary of Sopra Group, SA, Axway is headquartered in Scottsdale, Arizona.

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