

# Reef Internetware

A COMPREHENSIVE, INTEGRATED FOUNDATION FOR MANAGING DYNAMIC E-BUSINESS

## Business is Dynamic. Take Control with Reef.

Reef's integrated approach to e-business application management enables you to:

- Empower non-technical business professionals to be Web contributors, administering e-business applications anywhere, anytime, using an easy, familiar browser interface
- Enable increasingly decentralized organizations to enhance communications and improve business processes with customers, suppliers, partners, and employees in dynamic, networked environments
- Speed up deployment, accelerate time-to-market, and optimize IT efficiencies by applying common skills and consistent technology interfaces across multiple e-business applications
- Easily integrate e-business applications with existing third-party and legacy solutions, and add new technologies in the future, without having to change the underlying foundation
- Use today's location- and platform-independent standards and technologies to position you for future technologies as e-business requirements evolve beyond the Internet



### Internet-based Business: Managing Constant Change and Increasing Complexity

Every business operating in the Internet Age knows: The only constant is change. And while change is good, bringing with it new opportunities, it is becoming increasingly difficult to manage. Everything is changing *faster*: technology, business requirements, competitors, and customer demands—making your ability to adapt to change critical for market differentiation. If *you* don't respond fast enough? A competitor certainly will.

Everything is getting more *complex* too: You've got more Web sites to manage—from public sites to restricted intranets and extranets. These sites require increasingly complex functionality—not just content, but also commerce, community services, and business process coordination. And that means more applications to deploy, update, and maintain—often a patchwork of specialized applications that require a great deal of time, money, and IT skills to integrate with each other and with legacy systems.

### Reef: Empowering Those Closest to E-business to Easily Manage Change

With Web-based applications pervading every corner of business, non-technical business professionals are caught in an increasingly dependent relationship with IT experts to manage simple changes, such as: updating Web content, creating new forms, modifying processes. Often, resource-strapped IT organizations can't respond quickly enough, impacting your business' ability to exploit market opportunities as they emerge.

Wouldn't it be great if business owners and teams could do all these things *themselves*—with no special training? Imagine the time and money your organization could save, how much faster you could respond to market needs, if different parts of your company were empowered to proactively and autonomously engage in business with the Web communities they serve—customers, suppliers, partners, and employees. With Reef Internetware®, you *can*, gaining a substantial competitive advantage as you pursue your e-business strategy.

# Putting Business Users in the Driver's Seat of E-business

DYNAMIC CONTENT, COMMERCE, COMMUNITY, AND COORDINATION MANAGEMENT  
VIA SIMPLE INTERNET BROWSER

## Real World Scenario— Alliance Medical: Internet

Alliance Medical Corporation is the leading full-service disposable medical device reprocessing company in North America, helping healthcare organizations reuse medical devices. Alliance chose Reef Internetware to build, launch, and grow its world-class Web site with a powerful mix of content, commerce, community, and coordination capabilities.

Integrating both public and restricted areas, the site is helping Alliance build its brand recognition, deliver greater value to its customers, and increase the efficiency of its sales process.

On the public area of the site, any visitor can...

- Access high quality corporate brochures, hot-off-the-wire news releases, "plant tour" videos, and other materials to learn about Alliance, its reprocessing services, and what makes Alliance an industry leader
- Use a special "Savings Calculator" application to calculate how much they would save by using Alliance to reprocess medical devices compared to purchasing new devices

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### Empowering Knowledge Workers Without Compromising IT

Designed from the ground up to *embrace* continuous change, Reef has built a comprehensive, integrated Internet application suite that enables decentralized knowledge workers to directly manage dynamic e-business using a simple Internet browser interface—a familiar tool requiring no special training and which can be accessed from anywhere at anytime. At the same time, your IT staff maintains complete control of all underlying applications and systems, regulating which business users are authorized to make what types of changes, while being freed to focus on higher-level IT tasks and priorities.

### Content Management

Reef Content applications enable business teams and communities to collaborate on the ongoing creation, management, and delivery of all types of content—text, image, audio, video—in a browser-based publishing environment where any authorized individual can update and add content at any time. For example, an HR representative without any HTML or technical knowledge, using only an Internet browser, could be empowered to manage content on your corporate intranet in real-time. This might include updating job descriptions in an HR database, scanning new candidates' resumes into a special Recruitment database, gathering post-interview feedback using online forms, and keeping hiring managers up to date on the interview

process. On the flip side, your IT organization, by defining precisely the access rights an HR representative is entitled to—a specific rep, a group of reps, or all reps—is able to empower HR while maintaining complete systems integrity and control.

### Commerce Management

Creating and administering online stores in real time has never been easier than with Reef Commerce applications. Get stores up and running fast, personalize information delivery as your shoppers' profiles and preferences change, and rapidly add new commerce capabilities. For example, using the same Internet browser they use every day, a product manager at a national furniture e-tailer could instantly discount the price of a particular line of chairs upon learning of a competitor's price reduction. A buyer could update online fabric swatches as upholstery choices are added or discontinued. And a merchandising manager could change how products are displayed from season to season, with different merchandise highlighted in different time zones. Each of these business managers would see only the information relevant to them and which they are authorized to interact with, enabling them to work most efficiently.





### Community Management

Reef Community applications enable the recruitment, profiling, and development of online communities, and the management of community interaction through the sharing of dynamic information. For example, a company could create an Internet portal to support a community of consumers in their buying process. Consumers, each using the Internet browser of their choice, could access and share opinions, advice, and recommendations about products and services online; test, discuss, and ask questions about them in moderated and unmoderated forums; and be immediately notified when new reviews or messages are posted online. Reef makes it easy to administer and manage communities such as these with flexible access rights (e.g., different rights for members and moderators), personalized preferences, simple browser interfaces, and most importantly, a scalable solution that can grow as the community grows.

### Coordination Management

Coordination solutions have become increasingly important in the networked business environment with the growing need to streamline, automate, and integrate business processes for greater efficiency and responsiveness. Addressing these needs, Reef Coordination applications support and facilitate the dynamic business processes and logic that define how work is to flow through your organization—

including work that flows across departmental and organizational boundaries.

A news organization, for example, could use Reef Internetware to coordinate the assignment, editing, approval, and publishing of news stories. Using an Internet browser, an authorized freelance journalist could propose a story idea on the news organization's intranet using a predefined form. Based on the story topic, the appropriate editor would be immediately notified to review the proposal, and if they chose, to assign the story (again, using a simple browser to notify the journalist). From there, iterative drafts of the story could be passed back and forth from journalist to editor to any topical specialists whose input the editor might seek—each person providing feedback and comments online until approval by the authorized editor was received. At this point, the story might go to a proofreader and the news organization's legal department for final sign-off—and *only* at that point would the story be released for publication.



## Real World Scenario— Alliance Medical: Intranet and Extranet

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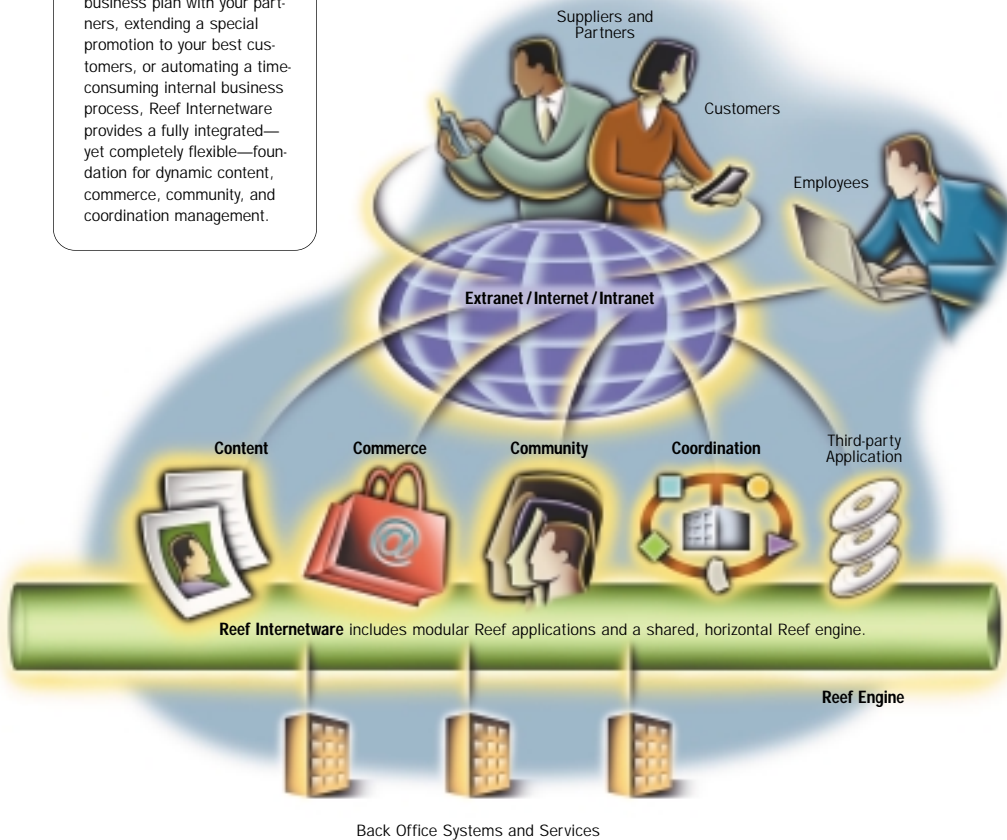
On a special, restricted extranet, Alliance customers can...

- Track the progress of their reprocessing orders in real time
- View legal documents, purchase orders, and other paperwork related to their relationship with Alliance
- Interact with Alliance experts and other Alliance customers through an interactive forum to get answers to questions, share experiences, and discuss reprocessing issues

On a special, restricted intranet...

- Alliance Marketing personnel can instantly distribute new and updated materials, "plant tours," and demos—without any technical assistance—to Alliance's widely geographically dispersed sales force
- Alliance's sales force can, in turn, access the most up-to-date sales materials anywhere and anytime using a simple Internet browser—and share them with customers
- The appropriate Alliance business owner must validate all site content before it can be published online (e.g., Alliance's Legal Department must approve all regulatory information)

Whether sharing your latest business plan with your partners, extending a special promotion to your best customers, or automating a time-consuming internal business process, Reef Internetware provides a fully integrated—yet completely flexible—foundation for dynamic content, commerce, community, and coordination management.



Authorized business users are empowered to update and manage Internets, extranets, and intranet sites in real time using a simple browser interface—without compromising underlying applications, databases, or systems.

Fueled by a shared, horizontal engine that bridges gaps often left by vertical solutions, Reef's open, integrated product suite allows unprecedented sharing of information and services between all e-business applications—Reef and third-party—enabling total Internet-based business management that's fast, easy, flexible, and cost-efficient.

# Total Internet-based Business Management

ACCELERATED DEPLOYMENT, INCREASED OPERATING EFFICIENCIES, FUTURE EXTENSIBILITY

## Modular Applications and Shared Engine

Bridging the gaps often left by specialized vertical solutions, the Reef Internetware product suite includes a rich set of modular applications built on a shared, horizontal engine that provides common services and functionality to all applications. The modular design makes it easy to add new e-business applications as your business grows. And the open, integrated architecture allows unprecedented sharing of information and services between all your e-business applications for maximum business efficiency and information consistency.

## Consistency, Consistency, Consistency

Reef's consistent application functionality, such as how access rights are defined or how user profiles are managed, translates into significant productivity gains for your business. Deploying five different applications? You don't have to learn five different ways of defining access rights because every Reef application you deploy—today or down the road—defines them in the exact same way. Training costs and learning curves are also reduced through the use of a consistent user interface because no matter what underlying applications you use today or introduce tomorrow, business users will always interact with them using the *same* familiar browser interface.

## Increased Efficiency through Sharing and Reuse

Thanks to the tight integration between all Reef components, Reef's e-business applications are able to communicate with each other in a way that many solutions cannot. As a result, your business teams don't have to start from scratch every time they want to do something, duplicating content and services in multiple places. Instead, they can leverage what has already been created—no matter where it resides in your organization—for faster time-to-market, lower operating costs, and greater e-business efficiency.

### Rapid and Cost-effective Deployment

Reef's rich, off-the-shelf functionality eliminates the need to build e-business solutions from scratch, or attempt to wire disparate applications together into an integrated whole—a time- and budget-draining proposition. Based entirely on Java® and relational database technology, Reef Internetware yields rapid site development and deployment, adaptable feature sets, and real-time application upgrades. It also means your e-business efforts won't be slowed down by scarce IT resources, because the technical skills required to deploy and implement Reef applications—namely, Java, XML, JSP, and HTML skills—are readily available in the IT marketplace.

### Easy to Connect with Other Systems

Reef's open, standards-based technology makes it easy to connect Reef applications with other systems—from third-party e-business applications to back-office legacy systems to enterprise databases—enabling you to leverage existing infrastructure investments and knowledge bases for reduced total cost of ownership. This includes support for varying levels of application customization to satisfy any additional or specific Web development services your organization might require.

### Greatly Simplified Software Management

The benefits of Reef's browser-based architecture are especially evident when it comes to the areas of software installation, upgrading, and maintenance. Instead of having to install Reef applications on every single client computer or system—not to mention, having to upgrade and maintain them—Reef applications are simply installed and maintained on a server, which is then accessed by multiple clients through a browser. This server-side-only software installation and management saves you time and money and enables you to take advantage of new capabilities faster. It also makes it easier to outsource management of your IT infrastructure to an ASP or other third party, if you prefer not to manage it yourself.

### Today's Technology Optimized for Tomorrow

In the fast-changing world of e-business, technological flexibility is critical, and Reef delivers it with anytime, anywhere browser-based technology. This technology positions you well for the future as new clients (e.g., WAP-enabled devices), technologies, and standards (e.g., XML) emerge. Reef provides a flexible foundation for e-business that can change as the rules of e-business continue to evolve beyond what we can envision today.

## Technological Flexibility for Ever-changing Business Needs

- **Open, standards-based architecture**—Industry-standard technologies, protocols, libraries, and interfaces allow rapid development and deployment with readily available skills
- **Comprehensive**—Addresses complete e-business landscape from Internet to intranet to extranet environments
- **Adaptable feature sets**—Enables rapid development of new, customer-specific feature sets and interfaces through simple tag modification
- **Integrated applications**—Maximizes content and services sharing and reuse for faster time-to-market and reduced costs
- **Easy to use interface**—Familiar, consistent browser interface empowers business users without requiring them to change how they work
- **Modular and scalable**—Easy to add new applications as e-business needs grow and evolve
- **Future flexibility**—Location- and platform-independent browser-based technology supports emerging clients, technologies, and standards

# Business Benefits

REEF INTERNETWARE—BUSINESS BENEFITS AT-A-GLANCE

<p><b>Empowers business users to become active Web contributors using simple, familiar browser interface; frees up IT resources</b></p>	<ul style="list-style-type: none"> <li>• No dependence on IT experts to make Web changes or updates</li> <li>• IT resources freed up to focus on higher-priority development</li> <li>• Consistent, easy-to-use browser interface for instant business user productivity</li> <li>• Complete application personalization</li> <li>• Location independence for anytime, anywhere Web site management</li> <li>• Dynamic application tailoring and evolution</li> </ul>
<p><b>Facilitates proactive, autonomous e-business management across decentralized organizations for rapid response to market opportunities</b></p>	<ul style="list-style-type: none"> <li>• Enhanced connectivity and interaction with customers, suppliers, partners, and employees</li> <li>• Easy access to e-business applications anytime, anywhere, from any platform or client</li> <li>• Administration of content distributed among multiple organizations, groups, or individuals</li> <li>• Unprecedented sharing of information and services between applications for more up-to-date information</li> </ul>
<p><b>Enables timely and cost-effective Web application deployment with readily-available IT skills</b></p>	<ul style="list-style-type: none"> <li>• Rich off-the-shelf functionality eliminates the need to build from scratch or wire disparate applications together</li> <li>• Open, standards-based technology connects with existing and future systems</li> <li>• Minimal effort and technical skills required for implementation with Java, XML, JSP, and HTML technologies</li> <li>• More rapid and cost-effective software administration and maintenance through ease of installation and management</li> </ul>
<p><b>Provides powerful, flexible technology for today, optimized for tomorrow's needs</b></p>	<ul style="list-style-type: none"> <li>• Modular architecture enables new applications to be added at any time to meet changing needs</li> <li>• Browser-based interface provides location and platform independence</li> <li>• Well positioned to support emerging clients, technologies, and standards</li> <li>• No need to change platforms in the future; can continue to grow with Reef</li> <li>• Easy legacy integration leverages existing investments</li> </ul>

## For More Information

To learn more about how Reef can help your organization take control of dynamic e-business for a substantial competitive advantage, visit us at [www.reef.com](http://www.reef.com).

## About Reef

Reef is a global Internet software company providing a modular suite of Internet applications, called Reef Internetware. Reef Internetware enables dynamic content, commerce, community, and coordination management for Internets, intranets, and extranets that are the foundation of

e-business. Reef Internetware allows corporations of all sizes to increase the efficiency of their business operations by empowering business process and content owners to maintain and administer e-business applications using a common Internet browser interface. Web development firms, systems integrators, and independent software vendors also benefit from rapid and cost effective application development and deployment. Reef's open, integrated application suite allows unprecedented sharing of information and services between applications.

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