

*"Customers have responded favorably to the extension of Booknet's capability and flexibility as a result of implementing GENTRAN Web Suite."*

**Colin Miles**  
*Network Integration Systems Pte Ltd.*

## Booknet, Singapore

### TYPE OF BUSINESS

WEB-BASED ELECTRONIC COMMERCE INFRASTRUCTURE OF THE PUBLISHING/BOOKSELLING INDUSTRY

### ELECTRONIC COMMERCE OPPORTUNITY

A WEB-BASED ELECTRONIC COMMERCE INFRASTRUCTURE WOULD GREATLY REDUCE THE COST AND TIME ASSOCIATED WITH PLACING AND PROCESSING ORDERS MANUALLY.

### STERLING COMMERCE SOLUTION

GENTRAN:SERVER WITH WEB SUITE FROM STERLING COMMERCE WAS THE SOLUTION OF CHOICE BECAUSE IT IS CERTIFIED TO INTEGRATE WITH DIFFERING IN-HOUSE ENTERPRISE RESOURCE PLANNING SYSTEMS. AND, IT ALLOWS USERS TO ACCESS INFORMATION USING A STANDARD WEB BROWSER.

### BENEFITS

- ▶ WEB SUITE'S ABILITY TO EC-ENABLE BUSINESSES REGARDLESS OF SIZE, VIA THE INTERNET.
- ▶ A SECURE, ECONOMICAL, EASY-TO-USE SYSTEM THAT REACHES ALL SIZES OF COMMERCE PARTNERS ON MULTIPLE PLATFORMS.
- ▶ CAN BE INTEGRATED WITH EXISTING PC APPLICATIONS.
- ▶ UTILIZES ACTIVE X COMPONENTS.

### TYPE OF BUSINESS

Booknet is an electronic commerce (EC) infrastructure that brings automation and EDI integration to a community network for the publishing/bookselling industry in Singapore. Prior to the development of Booknet, bookstores were dependent on separate, mostly manual order mechanisms that created long lead times and brought extra costs to the order cycle. Customers of Booknet range from MNC to smaller, independent publishers, as well as Book Retailers like Times, MPH and Popular, as well as small independent stores like Clementi and Neo Hock Seng. Booknet is an initiative for Singapore, but future links between regional publishers offices are proving an attractive adjunct. In terms of its business development, Booknet is positioned as a regional solution in Asia.

### ELECTRONIC COMMERCE OPPORTUNITY

Booknet was created by Network Integration Systems Pte Ltd., Singapore, in an effort to cut the costs of the order cycle. Network Integration Systems Pte Ltd. is a Singapore SME with EC as its core business. NIS subsidiary iCommerce is responsible for managing the Booknet Community Network Service.

By building a Web-based EC infrastructure, with built-in security functions, Booknet could facilitate EDI integration, including, purchase orders, invoices, credit notes, and requests for quotation that users could access through the Internet. This would lower the costs of entry, and provide

a flexible, familiar system that would be well received by the publishing and bookselling industry.

### STERLING COMMERCE SOLUTION

GENTRAN:Server® with Web Suite became Booknet's solution of choice primarily because it is certified to integrate with differing in-house Enterprise Resource Planning (ERP) systems. For example one Booknet member using an AS/400 can easily communicate with another residing on Windows NT.®

More importantly, Web Suite allows a Booknet user to access their EDI mailbox using a standard browser. Web Suite enhances Booknet's automation of this process and in particular offer a flexible means to add security functions. Web Suite provides dual encryption technology for data protection. The HTTP file transfer uses standard Web server ports to communicate through the firewall. Additional advanced security controls include secure registration, password secure authentication, managed recovery, system synchronization, automatic updates, and two-way transaction acknowledgment. Compliant Web forms rules ensure data is validated or screened before passed into the business system.

"Customers have responded favorably to the extension of Booknet's capability and flexibility as a result of implementing GENTRAN Web Suite," says Colin Miles,

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NIS. "A key benefit of Web Suite is that the Microsoft Windows® architecture allows us to extend functionality offerings to suit customers requirements better. Another important factor is that Web Suite can provide channel security via SSL."

**APPLICATION**

The entire implementation has been broken down into two phases. Phase I saw the establishment of the trading network, implementation of GENTRAN Web Suite, data entry of the product catalogue, and Web site order entry systems. Phase II extends Booknet by using Web Suite to enable electronic update via EDI direct from publisher and the implementation of Web Suite's increased security functions. The entire project is expected to be fully integrated in December 1998.



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