



**Catapult Systems**

Enabling Business Through Technology®

## E-Commerce

The exponential growth of Internet commerce has permanently altered our competitive business landscape. Individual consumers and businesses alike have come to expect the convenience of purchasing products and services online and will readily switch providers if their growing needs are not met.

### The Catapult Benefit

Catapult Systems helps companies meet this challenge and stay ahead of the competition by developing an evolving e-commerce presence. We work with you to plan, design, and implement fully-integrated e-commerce solutions. A successful system will not only provide an Internet storefront, but will also understand who is visiting the Web site and filter content to meet that particular visitor's needs.

With each project, we address critical success factors such as security, product management, user profiling, personalization, scalability, and performance. Ultimately, we help our clients increase customer satisfaction while reducing operation costs.

### Microsoft Commerce Server 2007

Commerce Server 2007 is Microsoft's premier server for creating e-commerce solutions, building on over 10 years of innovation and success.

This new release includes capabilities and improvements that allow a developer to create more flexible and high-performance sites faster, as well as empowering and enabling administrators and business users to more effectively manage and maintain sites. New integration features help enable you to integrate new Commerce Server sites with existing systems and infrastructure.

#### Connected Commerce

E-commerce sites need to be part of a company's overall line-of-business systems. By providing advanced integration features, Commerce Server makes such integration easier than ever. Specifically, Commerce Server will help you:

- Connect seamlessly to internal and partner applications and systems through Microsoft BizTalk Server adapters. Commerce Server provides profile, order, inventory and catalog subsystem adapters for BizTalk Server to accelerate and automate the delivery of products and services.
- Manage and share business data through industry-standard SOAP XML protocols. All core subsystems are Web-service enabled to facilitate business data management and updates.
- Provide customers and partners with Web-based self-service through access to order status and inventory availability, wish lists and order change management.
- Exchange and aggregate product catalog information from across your business and from trading partners to present expanded product and service line offerings

#### Business User Experience

E-commerce sites are today more dynamic than ever. So it is not enough to just build a great site; constant maintenance, updates and fine-tuning are required to ensure highest performance and return on investment. Commerce Server helps business users:

- Manage customers and orders, catalog and inventory, and marketing, through new Windows-based applications. With task-based interfaces and wizards to simplify complex tasks, these tools help achieve shorter turnaround times, lower maintenance costs and ease site updates and fine-tuning.
- Generate advanced reports and analytics from exposed business intelligence and data mining from multiple information sources, including click stream usage, visitor browse history, campaign effectiveness and purchasing patterns.

#### Developer Experience

Commerce Server accelerates and simplifies development, helping developers:

- Jumpstart development with a feature-rich starter site that provides developers a starting point to accelerate the creation and customization of a production quality solution.
- Develop solutions more quickly with an integrated development environment through Microsoft Visual Studio 2005. Integration with Visual Studio 2005 and the Microsoft .NET Framework 2.0 (including ASP.NET 2.0) reduces the coding needed to customize commerce solutions for your organization.
- Quickly modify the packaged merchandising, catalog and analytics functionality to match the way you do business with a comprehensive but extensible commerce platform that provides a consistent set of data management .NET application programming interfaces (APIs).

#### IT Professional Experience

Setup, management and administration tasks are simplified with high-performance, familiar management tools, helping IT professionals:

- Automate the distribution and movement of data and sites across multiple environments with site staging and replication.
- Take advantage of new deployment and configuration tools that simplify the implementation of secure commerce solutions.
- Reduce server management and training requirements with Windows-based management tools, including Microsoft Management Console (MMC) and Microsoft Operations Manager (MOM).

Learn more today!

Visit [www.CatapultSystems.com](http://www.CatapultSystems.com)  
or contact 800.528.6248 or [info@CatapultSystems.com](mailto:info@CatapultSystems.com)

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