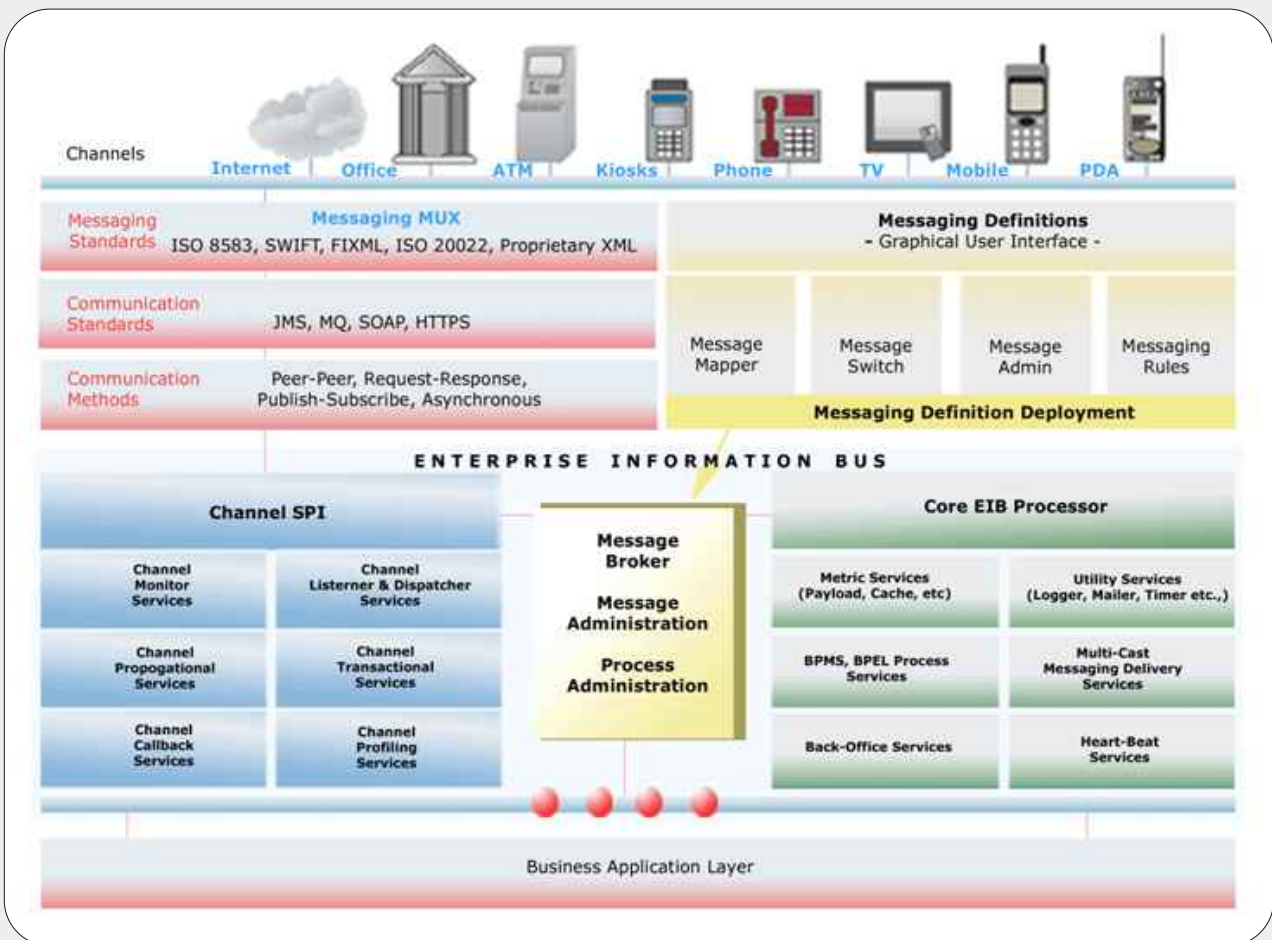




Presenting the power of C

PRODUCT
INFORMATION



In today's customer-driven environment, customers expect to be able to access personalized information and carry out any transaction through any channel at any time. The key challenge from an organization's perspective, is to fulfill this expectation to the maximum extent possible. Channel integration enables organizations to meet this expectation and build successful customer relationships irrespective of the industry or domain.

The challenges of Channel Integration: While the

idea is simple, the execution is far more complex. Traditionally, the systems in place were never designed to co-exist with other business applications & hence take a silo view of the organization's business architecture. This leads to channel integration being less cost effective and more time-intensive.

Organizational barriers aside, technology challenges are even more daunting:

- ▶ Defining common data objects and

transformation rules across systems to facilitate information sharing.

- ▶ Determining the appropriate interface mechanisms for various applications.
- ▶ Developing common integration services for error handling, notification, and resolving data conflicts.
- ▶ Defining integration processes that complement existing systems.
- ▶ Adopting a services based architecture that can evolve and adapt to new systems and processes

As highlighted below every channel has a different degree of complexity in terms of information and data transformation:

- Communication Protocol: HTTPS, MQ, JMS, and SOAP etc
- Data Standards: ISO8583, ISO20022, SWIFT, FIXML, EBXML, Proprietary XML
- Interaction patterns (request-response, publish-subscribe, asynchronous etc)

□

For Channel integration, it is imperative that the information flow across all the delivery channels should be consistent, reliable, secure, manageable (exception handlers etc.) and serviceable (reporting, profiling etc.) within the expected time frame.

Today a Services-oriented Enterprise embarking on deploying services, information or transaction capability across various business channels (e.g. Kiosks, Internet, ATM, POS, Tellers, Mobile etc) should consider an SOA (Services Oriented Architecture) approach to deliver consistent quality of service & Customer experience.

Cuecent ICM

Cuecent ICM (Integrated Channel Manager) built on Cuecent ebPAC is engineered to enable seamless channel integration and multi channel switching capabilities to manage various customer access points or delivery channels.

ICM strategically enhances the inherent capability of an organization to provide its customers secure, reliable and highly available transactional services across different channels. ICM acting as a centralized intelligent hub will meet both the internal and external integration challenges of an enterprise.

Cuecent ICM suite consists of the following components

- ▶ **ICM Message Builder:** To configure various messaging standards, channel additions, and mapping several industry standard formats with business data.
- ▶ **ICM Flow Builder:** To configure business channel messaging flow with access controls.
- ▶ **ICM Engine:** To translate, switch, and orchestrate messaging services enabling SOA
- ▶ **ICM Monitor:** To administer message loads, cache, and reporting.

- Data Generator Dictionary for Translator channel

- ▶ ICM Message Builder
 - Messages Flows
- ▶ ICM Engine
 - Controlled message interaction patterns (synchronous, asynchronous, etc)
 - Process Life Cycle using Cuecent ebPAC
- ▶ Configuration based

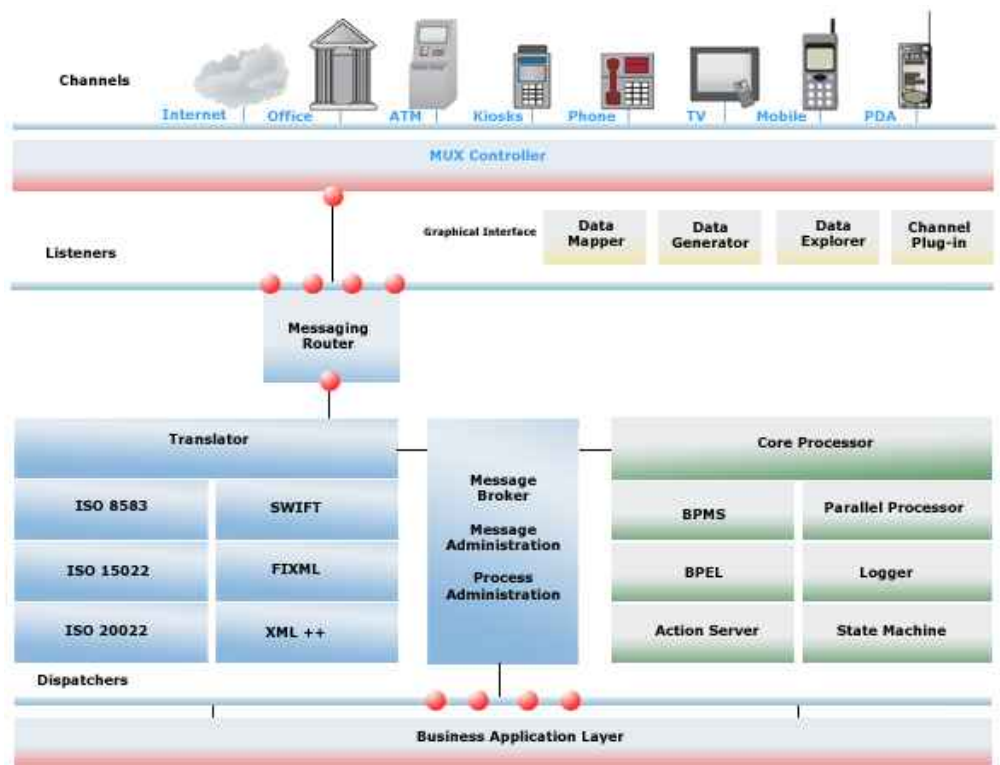
Feature Highlights

- Portable across domains (banking, insurance, health, travel)
- ▶ Channel add-on capabilities
 - ▶ ICM Message Builder
 - Data Mapper Standards mapping to business data

Standards

- ▶ Communication Standards support (Web services, HTTP, JMS, MQ, Sockets etc)
- ▶ Messaging Standard support (ISO8583, ISO20022, FIXML, SWIFT, Proprietary, etc)

Cuecent ICM Layered Architecture



BAHWAN CYBERTEK

INDIA-Chennai
BahwanCyberTek IT Park
148, Rajiv Gandhi Salai (OMR)
Okkiyam Thoraipakkam
Chennai - 600 097
Tel : (91) 44 43449000,
39209000
Fax : (91) 44 43449222

INDIA-Bangalore
#30, Prestige Meridian II,
Unit 701 & 702,
M. G. Road,
Bangalore - 560 001.
Tel : (91) 80 25590996 /97,
Tel : (91) 80 25590592.
Fax : (91) 80 25590592.

INDIA-Mumbai
102, Madhava, 1st Floor,
Bandra-Kurla
Complex, Bandra (East),
Mumbai-400051.
Tel: (91) 22 26591633.
26592734, 26594873,
26592772

OMAN
P.O.Box 97,
Postal code 117,
Wadi Kabir,
Sultanate of Oman.
Tel : (968) 24567154
Fax : (968) 24567148

UAE
Office No. 206, Building No.1,
1st Floor, Dubai Internet City,
P.O. Box 500061,
Dubai, UAE.
Tel : (9714) 3911850
Fax : (9714) 3911840.

USA
209, West Central Street,
Natick,
Massachusetts 01760, USA.
Tel : +1 508 652-0001/
652-0015
Fax : +1 508 652-9781