
http://www.eComApp.com
Toll Free: (877)885-8288
About eComApp, Inc.

eComApp provides Internet related software products to enable small businesses everywhere to integrate Internet into the core of their businesses. Our first product in the Internet market is the ECCO B2B e-commerce application. ECCO B2B provides the underlying functional engine that turns an ordinary static web site into a full-fledged e-commerce web site. ECCO B2B is scalable, which means that the site owner can add functions to the ECCO site as budget and requirement arise. Unlike other competing products on the market with price tags starts at well over $50,000, ECCO B2B is geared toward the small business market with very minimal initial investment.

Target Audience.

ECCO B2B is geared toward helping small business owners to bring their businesses to the Internet. Priced from $5,000 and up, ECCO B2B is the affordable and flexible way to start a growing on-line business. The best suited users of ECCO B2B has employees of at least 10 and no more than 50. Annual sales volume should be at a minimum of $1 million. ECCO B2B is designed to alleviate many complications found in the traditional method of e-commerce development while enabling collaboration among site owners, employees, and users. Ideal sites for the ECCO B2B e-commerce application are those which may benefit from dynamic and constantly changing contents. While on-line secured transactions is one of the many strength of ECCO B2B, it is not necessarily a required module to license in order to enjoy other features.

The Basic Concept.

To truly understand and appreciate the beauty of ECCO B2B, one must first "de-construct" any preordained notion and concept of how a web site, or e-commerce site, for that matter, is produced.
The Way Things Were.

Traditionally, a web designer is subcontracted to design and produce the site. Upon completion, the site is then transferred to the web hosting company. The same procedure is true for e-commerce sites with the exception of the fact that a programmer must also be contracted and the hosting company must be able to support e-commerce as part of its services.

Getting Lost in Cyber No Man’s Land.

This model of production puts the site owner in the driver seat – a role that most site owners may not feel comfortable with. There are just too many variables and technicalities involved. When a site owner is put in the position of making such choices, the following issues must be considered:

1). Does the site owner have the human resource available to understand and coordinate all phases of the production?

2). Will the three contractors, web designer, programmer, and hosting company, be able to work together as a team? Will the site owner be the team leader and future administrator of the site?

3). In the e-commerce scenario, it is recommended that the site owner has some form of broadband Internet access. Will the ISP who provides the site owner with Internet access cloud the picture further? When this scenario becomes a fact, there will be four parties to deal with instead of just three.

4). All of the contractors were originally hired to solve the technical aspects of producing an e-commerce site, are the presence of such contractors adding more to the confusion and frustration of having the site owner to act as the sole executioner of making tough technical decisions?

5). When the site goes down or is in need of an update, which contractor will be responsible?

6). As the site and on-line business grow, will there be an upgrade path to extend the functions?

7). Will the site owner be able to hire the original team in order to upgrade the site? In other words, will different players be able to upgrade the existing site without having to remake the whole site?

8). Will an additional consultant be hired to help the site owner to grow the newly implemented online business?

All in all, it shouldn’t be much of a wonder why e-commerce took so long to mature. With anticipated problems such as the one listed here, it is easy to understand that only bigger companies with the financial muscles can be able to afford such a venture. In a sense, these problems serve as excellent and natural "entry barriers" in giving the big boys the exclusive reign in the e-commerce world.
The ECCO B2B Architecture.

ECCO B2B is composed of four (4) separate and distinct layers. The first layer is the ECE Foundation layer. Second layer is the Function (Component) layer. Third layer is the Customization layer, if needed. And the last layer is the Exterior Web Interface layer which mainly comprises of HTML elements that make-up the cosmetic layout of the site.

First Things First. (ECE Layer)

Before enabling a static web site with the ECCO B2B e-commerce application, a foundation must be built. This foundation is called the ECE, or E-Commerce Enabler. The ECE mainly sets up the data store that the ECCO enabled site will be accessing all of its dynamic data from. In addition to this standard set-up, other constants used throughout the site are also established during this phase. The ECE is required for all ECCO sites even if the site in question does not conduct any on-line financial transactions. To put it in simple terms, ECE is the core of the ECCO B2B e-commerce application.

The Commonwealth. (Function/Component Layer)

All ECCO sites share the same basic routine for functions. Although customization is available, all customized routines are written on top of the basic routines. This commonness in the basic routines has many benefits - development cost of e-commerce routines is greatly reduced and the savings are passed onto each site owner. Other key benefits include collaborated response from all site owners and hassle-free maintenance.

Modular Concept. (Function/Component Layer)

Very much like pieces of puzzle and dividers in an office, all functions provided by ECCO are written as independent routines called "modules." An ECCO site can be outfitted with different types of functions depending on the requirement and budget of the site in question; besides the ECE, there is no set rule as to which module is required. Minor functions that extend the independent function of a module is called an "extension." The extension cannot work by itself and relies on the host module to provide many of the common routines it needs. Needless to say, each extension is written exclusively for the host module in question; extensions are not interchangeable. Prime example of a module would be the "Order Cart" that allows on-line ordering of products. Examples of extensions to the Order Cart module would be functions such as multiple drop-ships and freight settings. Throughout this paper, the term "component" is used loosely to describe both or either modules and extensions when specificity is not required.

Customization Layer.

For all of its standardized components, ECCO B2B can cater to sites which required very customized and specific features. Customization will not degrade the function of the original component nor will it interfere with the standard maintenance schedule. All customization sits on a layer distinct from the standard
functions, thus, updates and modifications can be performed easily without having to revamp the whole site.

**Exterior Web Interface Layer.**

Like putting on different kinds of clothing, the ECCO B2B is geared to fit most HTML layout. While certain minor modification may need to be performed, most existing static web sites can be retrofitted without difficulty. eComApp provides web design services through its partners. Such partners are also authorized reseller/service provider of the ECCO B2B e-commerce application. More than often, most sites are serviced through these service providers.
Each site has its own unique and distinctive user interface and design; however, the functions found on the sites may vary depending on licensing. With each licensed function, a unique key is given to the site so when the function is requested by the user to be performed, the key in question can "unlock" the corresponding services from the eComApp platform.

When a function is to be performed on a site, the eComApp engine checks for the corresponding key. If the key is found, then the function is performed. Each function has a specific key and all are hosted by eComApp. The functions are symmetrically and jointly shared by all the sites for easy updates, subscriptions, and lowered system overhead.

eComApp.com provides a common interface for site operators to perform site administration, maintenance, reporting, and other various functions. All billable services are logged here.

Clustered and redundant servers that populate the infrastructural backbone of the eComApp network.
**Do It the ECCO Way.**

Breaking away from the traditional mold, ECCO B2B is constructed very differently. Instead of building all the components in a functional e-commerce site from scratch for each site owner, most of the most popular functions are "pre-packaged" by eComApp. These e-commerce functions are then licensed to each individual site owner based on their budget and requirement. In place of a relatively long deployment cycle, ECCO B2B cuts the time to market in more than half!

Here are some of the best features that have made ECCO B2B the favorite among small business owners:

- **Low Investment.**

  Start small and grow as the on-line business grows. The ECCO is built to suit small businesses working on tight budget. License only the parts within the initial budget and expand as the need arises. With an investment strategy like this, there is no need to pay for functions that are either unproven or will never be used. Every penny invested in the ECCO system goes to proven functions.

- **Easy to Budget.**

  Site owners can anticipate the growth of the ECCO sites and budget for additional functions in the future with great ease. All existing functions and pricing information for the ECCO B2B e-commerce application are posted on the eComApp site accessible by ECCO site owners.

  This type of budgeting is unprecedented in the e-commerce world where the site owners were used to have to wait to get quotes from competing contractors before any internal budgeting can be done.

- **Upgrade Path.**

  No ECCO sites are locked in. Since there are hundreds of different functions to choose from, site owners can rest assured that their sites will be able to grow as their on-line businesses grow.

  Due to the modular architecture of ECCO B2B, most of the functions can be added or removed with relative ease. The very same architecture also provides for a dynamic upgrade path for ECCO sites. For instance, an ECCO site can be outfitted with Order Cart initially, other functions such as Email Cart and Auction can be added few months down the road as the needs arise.

- **Maintenance.**

  All maintenance to the underlying codes of ECCO are done on a periodic schedule and behind the scene. Since all ECCO sites share the same basic routines in each function, maintenance such as fixing a bug or enhance certain existing function will update all ECCO sites that has the same routines implemented. All maintenance is done behind the scene and without any proactive request from each ECCO sites. A record of maintenance can be retrieved by interested site owners by logging onto the eComApp site.

- **Administration.**

  One of the strongest features of the ECCO B2B e-commerce application is its ability for each site owners to administer their sites without having to contact anybody. This type of administration is done through a user-friendly and intuitive interface accessible through the eComApp site. The term "UUI," or User-Update Interface, is used to describe this type of site owner administration. Depending on the modules and extensions licensed by each ECCO site, most of the dynamic contents can be added, changed, or deleted through the UUI. The UUI can be accessed from any standard browser from anywhere, on any platform, and any time the site owner may feel the need to do so.
• **Help in Setting-up Cyber Storefronts.**

All ECCO sites receive the benefit of not having to go through the hassle and complication of setting up Internet charge accounts. eComApp has made great efforts to make this process as easy and painless for each site owners.

• **Security.**

All financial transactions conducted on-line are encrypted with the most mature SSL technology. ECCO sites are every bit as secured as those produced through the traditional method.

• **Customization Made Easy.**

While most of the functions are "pre-packaged," site owners are never tied-down to dead-end functions. Upon request, most modules and components can be customized to suit the unique needs of each site owner.

• **Fast Deployment.**

Compared to the traditional method, ECCO sites enjoy the benefit of a fast time-to-market due to its very architecture. This architecture not only enables faster initial deployment, even subsequent upgrades in function will be performed with relatively the same speed.

• **Evolutionary.**

As the complexity of e-commerce grows, and the competing technology/protocol matures, ECCO sites will be retrofitted with the newest codes to take advantage of the new brave world. ECCO site owners enjoy the benefit of knowing that the eComApp R&D team is constantly working on new functions to improve the ECCO sites.

• **Individuality.**

While ECCO takes care of the back-end e-commerce engine, site owners have the flexibility in making their sites look as individual and unique. ECCO does not get in the way of a beautiful site design, it retrofit it with powerful e-commerce features.

• **Scalability.**

The architecture of the ECCO B2B allows each site owners to scale their sites according to the functions desired. Based on the functions subscribed by each ECCO site, eComApp follows a very stringent policy in regards to the system requirement that may affect performance on the sites in question. As functions accumulate on a given site, performance is regulated and maintain at a satisfactory level by allocating more system resources to the site in question. Each server cluster is configured so that each site can expand to the maximum level permitted by the ECCO architecture without losing noticeable performance. The software architecture, along with the network infrastructure, allow all ECCO site owners enjoy the benefit of knowing that their growth will not hinder the performance of their sites.

• **Reporting.**

eComApp provides a standard site statistic report via one of its support links. Extended, accumulated, and specific reports, which takes up quite a bit of system resources to perform, can be requested on a pay-per-use basis.
Licensing Models.

Like all software, ECCO B2B e-commerce application is licensed to each individual site owners. eComApp maintain the title on the software.

As in accordance to the Application Service Provider model, certain parts of ECCO B2B is considered as a "hosted application." The aspect of the ECCO which qualify for this consideration is mainly related to functions that the site owners can access and interact. Functions such as administration and reporting are "hosted" services. In hosted services, a pay-per-use licensing model is employed.

Other functions that make-up the ECCO architecture, and which stay consistently inaccessible to site owners, such as Order Cart and Product Search are considered as integral parts of the whole application. In this case, the perpetual licensing model is used. A perpetual license is defined as requiring an initial license fee for the establishment and deployment of the component in question; furthermore, an annual licensing fee of 10% of the original fee is usually assessed. This annual licensing fee is used for the regularly scheduled maintenance and other R&D work performed on each component.

Get Down to Business.

To find out more about eComApp and the exciting new concept of ECCO B2B e-commerce application, please call: (877)885-8288 or visit us at www.eComApp.com.

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