

Asera™ Personalization™

Competing as a Real-time Enterprise requires that you provide suppliers, partners, customers and employees with a personalized and seamless experience across all of your eBusiness applications. The Asera™ Personalization™ application enables you to build your brand and user loyalty by providing a highly personalized experience to all of your users. To generate user loyalty, you must provide users with a unified view across disparate applications and personalization levels that stretch from personalizing an individual user's portal to personalizing the actual data a user sees when accessing a specific application.

Asera Personalization is fully integrated with Asera Sell-Side Applications™ and can be extended to additional applications added to the Asera Platform™. Asera Personalization capabilities are adaptive—you can add, remove or extend application functionality at any time, and evolve your technology to meet changing business requirements.

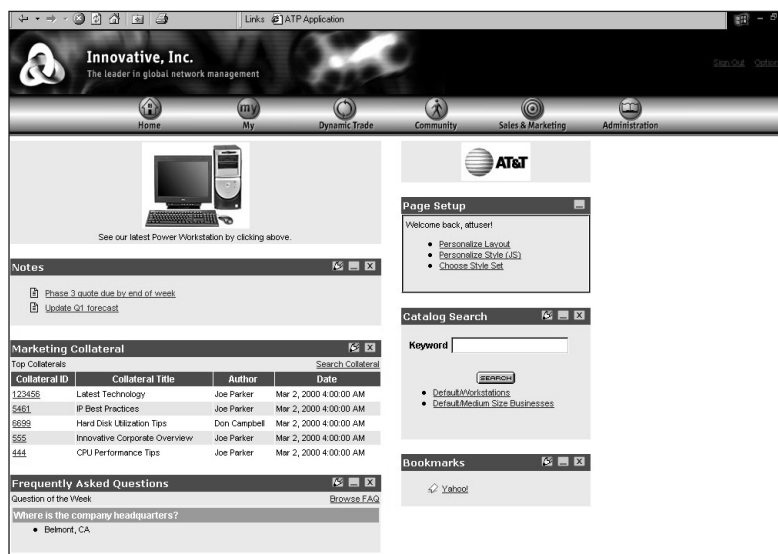
Benefits

With the Asera Personalization application, you can:

- Build your brand while shielding your users from the myriad of applications being leveraged by creating

a unified and seamless interface that makes interacting between applications transparent to the user.

- Provide content and functionality to users based on what they choose and are entitled to see.
- Empower administrators, business managers and individual users to personalize content, application functionality and layout at the group and individual levels.
- Increase site utility and user loyalty.



The Asera Personalization application creates a uniquely branded site with content and functionality personally tailored to each user based upon what they choose and are entitled to see.

Features

Asera Personalization consists of the following:

User Management

Unified Site View With Single Sign-On Site

Administrators can manage user privileges across all applications, eliminating proprietary and redundant administration capabilities built into each disparate application.

Self-Registration

Administrators can allow new users to register themselves and access the site based on user entitlements.

Delegated Administration

Administrative functions can be delegated across organizations and corporations to both technical and non-technical administrators, increasing the efficient use of resources and ensuring content relevancy and accuracy.

User Authentication

Site administrators can configure their preferred user authentication methods. Methods can range from user-name/password verifications and two-factor schemes to public key infrastructure and digital certificate schemes. The Asera Platform was also designed to be integrated with customized authentication schemes.

User Entitlement

User access is controlled by defining:

- Users—an entity that has access to a Web site
- Roles—a functional entity (e.g., purchasing manager or service representative)
- Resources—individual applications, tasks or activities as defined within the Asera Solution

Data Entitlement

User access to information can be controlled at the attribute level within each application. For example, a platinum reseller could be entitled to view all information for all products, while a gold reseller could be entitled to all information except pricing and only for certain products.

Personalized User Content

Web pages can be dynamically created and personalized for each user based on what they choose and are entitled to see.

Data Encryption

Site administrators can ensure that Web pages containing sensitive content (e.g., credit card information or confidential price quotes) are encrypted and delivered over the Secure Socket Layer protocol, ensuring data integrity and confidentiality.

The screenshot displays a web browser window with the URL 'Links | ATP Application'. The website header for 'Innovative, Inc.' includes the tagline 'The leader in global network management' and a navigation menu with links for Home, My, Dynamic Trade, Community, Sales & Marketing, and Administration. The main content area features a 'Page Setup' sidebar with options like 'Personalize Layout', 'Personalize Style (CSS)', and 'Choose Style Set'. A central banner promotes 'INTERNET SECURITY SYSTEMS' with a message about customer satisfaction. Below this, a 'Marketing Collateral' table lists various documents with columns for Collateral ID, Title, Author, and Date. A 'Frequently Asked Questions' section is also visible, along with a 'Discussion Forums' link at the bottom.

Collateral ID	Collateral Title	Author	Date
123456	Latest Technology	Joe Parker	Mar 2, 2000 4:00:00 AM
5451	P Best Practices	Joe Parker	Mar 2, 2000 4:00:00 AM
6682	Hard Disk Utilization Tips	Don Campbell	Mar 2, 2000 4:00:00 AM
555	Innovative Corporate Overview	Joe Parker	Mar 2, 2000 4:00:00 AM
444	CPU Performance Tips	Joe Parker	Mar 2, 2000 4:00:00 AM

Asera Personalization enables you to transform your Web business into a brand, with unique content, prices, and functionality tailored for each user.

Profiling Functionality

Profile Management

Users can create and manage profile information such as industry focus, expertise and certification levels to facilitate the delivery of personalized content and application functionality.

Delegated Administration

Enterprises, suppliers, partners, customers and employees can update their own profile information.

Personalized Partner Content

Administrators can use profile data to define rules that control data access and dynamically create Web pages personalized for each user. Data access can be implemented at the application, task or activity level. For example, an administrator can easily define a rule that displays competitive information only to top-tier exclusive “platinum” resellers, but not to other resellers.

Targeted Programs and Communications

Administrators can develop targeted marketing campaigns to relevant users. For example, in a marketplace, an administrator can enable a seller to target a specific product announcement to a defined group of buyers.

Asera Portal™

Portal Framework

Users can quickly create a single, personalized portal view that displays and provides access to specific application functionality. Users can also personalize portal content layout and style. The framework is workflow-driven, so users’ views are based upon the business processes that affect them.

Point-and-Click Administration

Administrators can create new portal pages and tailor their content, layout and style via a graphical user interface.

Portal Personalization

Users can select the number of rows and columns, define column width for the portal, and specify the text and color settings for all portal elements (e.g., backgrounds and borders). Users can select the application components (e.g., portal modules) on the portal page, which could be a blend of content and application functionality that the user chooses to see, as well as what the user is entitled to see. Users can also personalize each portal module to specify the different types of content they want to see.

Portal Entitlement

Administrators can control user access to specific portal pages and set permissions on specific modules within a portal.

Prepackaged Commerce, Content and Community Portal Modules

The Asera Portal includes several prepackaged commerce, content and community portal modules, which allow flexible placement of content and functionality within a portal page.



eBusiness Operating System

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