



Link your business systems  
with your trading partners' to  
reduce costs and streamline processes

## Gentran:Server for UNIX

### Executive Summary

Gentran:Server is the versatile, high performance e-business solution that links your business systems to your trading community.

#### In this Solution Overview, you will learn about:

- Improving customer service
- Increasing cash flow
- Saving money
- Gaining a competitive edge

#### Benefits of this solution:

- Simplify your setup process
- Keep your business information secure
- Process transactions continuously
- Track and manage your document flow
- Stay productive with ongoing maintenance and support
- Trade with partners worldwide
- Gain complete control of your EC environment

#### Filling the gap

In an ideal world, all of your trading partners would use the same business software and the same documents, in exactly the same format that you use them. In reality, every business uses a variety of applications and has developed internal processes that are unique to their own business environment. More than that, businesses are continually adopting new technologies and processes to help them stay competitive.

Not surprisingly then, when it comes to linking your business processes with those of your trading partners, a gap exists. Because of this gap, it is critical that your business invest in an e-business solution that provides the flexibility you need to adapt to advancements in technology and the constantly changing demands of your trading partners.

Through more than 30 years of experience, Sterling Commerce has learned the most efficient way to

successfully fill the gap between your trading partners' systems and your own business systems and internal processes is with the appropriate mix of software, services, and support. This total solution creates a solid foundation that has all of the inherent flexibility you'll need to be responsive to your trading partners—regardless of the software or business environments involved.

#### Gentran:Server for UNIX

Gentran:Server<sup>®</sup> is the electronic commerce solution that links your business systems to your trading community. Gentran:Server is both powerful and easy to use, enabling you to quickly:

- **Improve customer service** – EDI provides a wealth of fast, error-free customer data, allowing you to deliver more accurate responses to your customers' inquiries and needs
- **Increase cash flow** – EDI reduces invoice/payment cycle time
- **Save money** – since EDI documents are automatically generated using

information from your back-office systems, you eliminate re-keying errors and clerical expenses

- **Gain a competitive edge** – Many large businesses will do business only with companies that are EDI-enabled
- **Integrate your own software solutions** – Many software solutions today offer XML integration points. With Gentran:Server for UNIX, you can exchange information within your own or your partners' systems using XML

### **Simplify your setup process**

In the setup process, you define what business documents you want, the content of those documents and with whom you wish to trade the documents. This is accomplished by creating maps and trading partner profiles.

### **Creating maps**

One of the strengths of Gentran:Server is its intuitive graphical mapping tool that reduces and simplifies setup time. The message transformation feature in Gentran:Server is not limited only to EDI. It can be used for application-to-application, XML-to-application, XML-to-XML, application-to-XML, and other any-to-any mapping.

### **Adding trading partners**

Trading partner setup allows you to quickly add partners and configure their appropriate communication links with minimal management from your IT staff. You'll simply use the

Trading Partner Management Tool in Gentran:Server to enter the customer information, including name, phone number, transmission speed, and data requirements. You can easily go back and edit this information if it changes.

### **Keep your business information secure**

To protect the integrity of your business information, Gentran:Server comes with pre-built, function-level security features that ensure only authorized users have access to business data. You can configure the system to control access to company information to ensure users cannot access data for other departments or divisions and allow specific users to access audit files without impacting mapping or processing.

### **Process transactions continuously**

Once all the components of Gentran:Server are implemented, your focus shifts to the day-to-day operation of the system. The flexible process control features within Gentran:Server allow you to process transactions continuously, 24 hours a day, seven days a week.

### **Process control**

Gentran:Server gives you control over your EDI environment by giving you the power to set up the system to match your specific business infrastructure and processing requirements. The process control component directs data to areas inside and outside the enterprise and provides event-driven message management.

## **Communications**

Gentran:Server provides the flexibility you need to communicate with your trading partners with flexible scripts to most value-added networks (VANs) and direct access options that are best suited to address your communication requirements.

## **Track and manage your document flow**

A critical success factor in the day-to-day operation of your EDI system is the ability to track and manage your document flow.

## **Message management**

Gentran:Server allows you to track the cycle of each transaction from origination through receipt, giving you the assurance that the processing cycle is completed and fulfillment has occurred. You can view and edit EDI data and resend the data to your trading partner. Lifecycle, audit and archive features provide you with the ability to track historical and new EDI transactions through document reconciliation, giving you the power to quickly resolve trading partner inquiries on specific documents and files. You can view this data in both standard EDI and EC messaging formats.

## **Exception management**

The exception management function allows you to define, view, and quickly diagnose critical events or errors so that you can expedite the appropriate action. Gentran:Server continuously tracks daily production activity and processing transactions, 24 hours a day, seven days a week.

## **Stay productive with ongoing maintenance and support**

Sterling Commerce has developed the infrastructure to help you get timely answers to your questions. Our support services include an experienced team of technical experts to help you complete a rapid, efficient and successful resolution to questions about Gentran:Server. Our Support On Demand knowledge base gives you 24-hour online access to our database of frequently asked questions. We offer production-down telephone support when you need it the most, 24 hours a day, seven days a week. A fully-trained, full-time EDI expert will respond to you with quick solutions. Our sophisticated call tracking and priority escalation ensures support calls are handled both efficiently and effectively through our centralized, state-of-the-art call tracking system.

Sterling Commerce provides support, education and training with dedicated local and regional offices throughout the world to support your system.

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### **Gain complete control of your EC environment**

Gentran:Server with Advanced Data Distribution is designed to provide you with complete control of your electronic commerce environment. The enhanced capabilities of Advanced Data Distribution allow you to manage communication between multiple trading partners, message types and communications technologies on a global basis from a single, consolidated environment. Better management of your system is directly tied to better customer service, decreased response times, better inventory control, reduced costs and many other benefits.

### **Count on Sterling Commerce**

From Consulting to Education to Implementation to Customer Support, Sterling Commerce Professional Services provide every resource to help you realize the full potential of your Sterling Commerce solution.

### **About Sterling Commerce**

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimize and transform their Business Collaboration Network quickly, easily and securely so they can accelerate revenues, reduce costs and protect their enterprise. Sterling Commerce provides more than 30,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate with their customers, partners and suppliers. Learn more at [www.sterlingcommerce.com](http://www.sterlingcommerce.com).

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