

The aMind Web Framework Enables:

- Configurator
- Pricer
- Catalog
- Eligibility
- Compatibility
- Quote
- Order
- Asset
- Communications Asset-Based Ordering
- Workflow
- Accounts
- Contracts
- Opportunities
- Other Business Component

Actual Customer Benefits

Reduced Task Completion Time by 65%

Improved Call Deflection by 40%

Reduced Call Handle Time by 60%

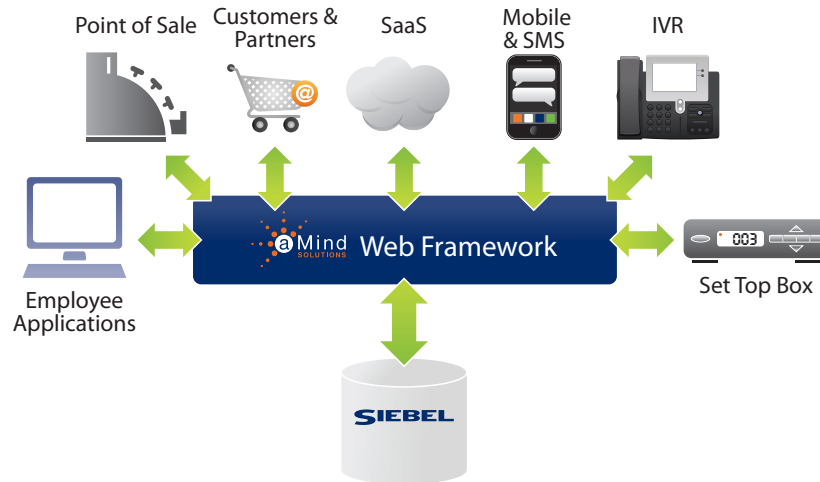
Increased User Adoption by 50%

Increase Alternate Channel Sales by 40%

Portal Enablement of Siebel

Companies are looking to expose their enterprise applications into Portals so users can quickly and easily have access to enterprise data regardless of where it resides. aMind Solutions is assisting companies to Portal Enable Siebel to meet this need. The aMind Web framework is a pre-built platform for building composite applications. It leverages standards based technologies for openness and flexibility so any Java developer can quickly and easily build portal applications based upon Siebel data, processes and logic. The aMind Web Framework is compatible with all versions of Siebel from 7.5.x to 8.1.x and is completely upgradable.

The aMind Web Framework is designed to fit seamlessly into existing commercial-grade Portal deployments by leveraging the monitoring, clustering, fail-over, and scalability features that have already been developed. You have the flexibility to use your own application server (WebSphere, WebLogic, JBoss and Apache Tomcat) and UI technology of choice (Ajax, Tapestry, JSF, Facelets and DWR).



Applications Enabled by aMind Web Framework

- **e-commerce:** Integrating Siebel Catalog, product selection, pricing and order capture with existing website
- **Web based customer service and support:** Deploying Siebel service capabilities to existing web site
- **Partner commerce:** Enabling partner ordering to existing partner website
- **POS Integration/In-Store Kiosks:** Exposing Siebel capabilities to in-store systems
- **SAAS Integration:** Extend SaaS capabilities by exposing Siebel processes to a SAAS application
- **Set Top Box/IVR/SMS:** Manage customer transactions and interactions through these devices

Customers	Siebel Version	Implementation Time	Scope of Deployment	Application Server	UI Technology
Fortune 50 Cable Company	8.1.1	90 Days	Portal Deployment of offer selection, eligibility, pricing and ordering	IBM WebSphere	DWR, AJAX
Leading Data Networks Provider	7.8	180 Days	Quoting Performance and Usability for Sales	BEA WebLogic	Tapestry, AJAX
Norwegian Telecom & Energy Major	7.8	60 Days	e-commerce and Partner Commerce	Apache Tomcat	Tapestry, AJAX
Fortune 500 Storage Data Storage Systems Provider	7.5	120 Days	Quoting Performance and Usability for Sales	Apache Tomcat	Tapestry, AJAX
European Airline Telecommunications Provider	7.5 & 8.1.1	120 Days	e-commerce	Apache Tomcat	Tapestry, AJAX
UK Retailer	7.8	120 Days	e-commerce and Retail point-of-sale	IBM WebSphere	JSF, AJAX
Fortune 500 Cable Company	8.1.1	130 Days	e-commerce	JBoss	Facelets, DWR

High Performance and Scalability

aMind's Web Framework has been developed to ensure a highly performing environment. Testing demonstrated an average response time of just 12 milliseconds for the framework and it scaled to 91 requests/second (~2,700 users with 30-second think time) on a 2.8 GHz Pentium D server.

The Web Framework Grows with Your Siebel Platform

New Products – As soon as the new product is released in Siebel, it's available and can be configured and modified through the Web Framework

Rule and Constraint Changes (product, pricing, eligibility, etc.) – All take effect immediately in the Web application

Upgrade Siebel Version – Because aMind interfaces with Siebel via stable, public APIs, the Web Framework will upgrade smoothly when you decide to upgrade your Siebel environment

Cost & ROI

- The framework offers pre-built tools and components making it significantly cheaper than custom building or replicating Siebel functionality and data in channel applications (2x to 3x cheaper)
- Greater process & UI flexibility - good process ensures high adoption
- Built on standards based technologies – results in much lower cost of ongoing maintenance and support

Risk

- Incorporates years of experience and lessons from dozens of projects deploying Siebel-based solutions at Telecom and Manufacturing companies
- Built by the same engineers that designed and built Siebel
- Proven in deployments at large Fortune 500 organizations

Future Proofing Your Investment

- The framework is available for all Siebel versions from 7.5.x through 8.1.x

Agility and Channel Flexibility

- Allows deployment of Siebel capabilities within other web applications
- Separation of web/alternate channel development from Siebel development improves the agility of both

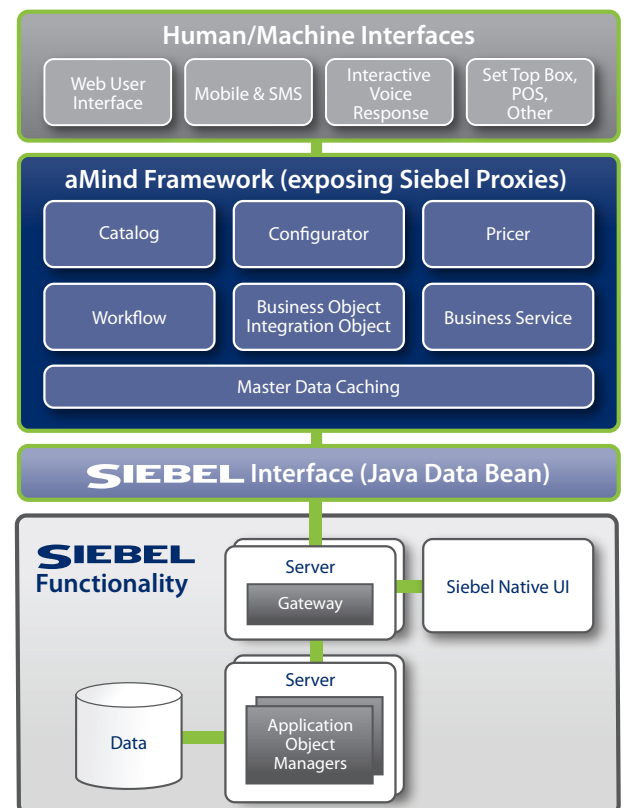
Building reusable components and composite applications

aMind Solutions' Web Framework enables companies to build commerce and service features for their corporate web sites directly atop existing Siebel applications, without introducing an additional application to maintain and integrate or forcing a Siebel upgrade. The Siebel functionality is fully and directly utilized. Siebel objects, processes, rules, clustering, scalability, and others become plain Java objects or Web services friendly to Web UI developers and readily used to build a fully branded Web experience. Because no additional database is required and no new application constructs are imposed, all interactions are immediately and directly reflected in your Siebel environment – enabling the 'single point of customer truth' to come together seamlessly.

Technical Components in the aMind Web Framework

The Web Framework is a set of java components, packaged in a JAR. These specialized components utilize the most efficient interfaces possible, plus java-side caching and extensibility points to enable specific Web functionality and facilitate interfaces with other parts of your Web application.

- Web & IVR applications makes requests of the Web Framework as needed to perform their use cases
- Web Framework provides domain-relevant POJOs and web services to meet this need
- Product & Catalog information caching is used to maximize performance
- Siebel Servers and Load Balancing work in their usual manner, including specialized Configurator servers
- aMind Web Framework runs in the Java server of choice - validated against WebSphere, WebLogic, JBoss and Tomcat



aMind Solutions LLC
Lagoon Drive, Suite 120
Redwood City, CA 94065

Tel: 925-954-8598
Fax: 415-593-2101

www.amindsolutions.com

About aMind Solutions

Founded by former Siebel engineers, architects, and managers who were directly involved in the design and deployment of the Siebel Order Management and Customer Care solutions, aMind Solutions is the market leader in implementation and consulting services for Siebel CRM solutions. Ensuring the successful, cost-effective, and highly-maintainable deployment of end-to-end order capture solutions, aMind Solutions offers unparalleled expertise, leading-edge software solutions, and best-in-class methodologies that have resulted in our clients enjoying a 100% success rate. Visit www.amindsolutions.com for more information.