

Elastic Path™ Commerce

Solution Overview



When enterprises have unique requirements that cannot be met by other enterprise offerings, they turn to Elastic Path.

Unique business requirements

Many enterprises have unique needs that cannot simply be resolved by an out-of-the-box solution. All of our enterprise clients were looking to do something different, and each of them turned to Elastic Path to meet those needs. Whether your enterprise needs to deliver innovation, reduce operational costs, or expand your business, Elastic Path helps you meet those goals with a robust platform and reusable services for ultimate flexibility.

Complex IT environment

Enterprises have complex IT environments and business processes. With full access to our source code and services, you are able to integrate with any of your existing third party systems such as ERP, CMS, supply chain, and data management tools.

Maintain internal control

Your enterprise may not want to become dependent on third parties. Elastic Path provides full access to our source code, giving you full control of your web channel and technology. You can still benefit from a build solution—quicker turnaround, lower costs, and ability to differentiate from the competition—while also developing custom features from a robust ecommerce platform used by enterprise clients worldwide. Elastic Path customers benefit from an enterprise-focused product roadmap and a strong team dedicated to enhancing and supporting that technology.

Reduce time to market and TCO

Elastic Path is a fit for enterprises that consider time to market and TCO important. Source code availability by definition makes customization of the application easier whether extending a current feature or creating an entirely new one. Your team will better understand the underlying code of your new implementation and develop new features much faster. Access to source code also makes custom integrations possible and reduces project risk.

For enterprises that...

- cannot find what they're looking for in other enterprise offerings
- need to integrate with a complex IT environment
- need to maintain internal control of their web channel and technology
- consider time to market and TCO important

Elastic Path provides...

- a flexible platform with reusable services
- a rich out-of-the-box feature set
- full access to source code
- world-class implementation services

Elastic Path provides a flexible ecommerce platform with reusable services, a rich out-of-the-box feature set, and full access to source code for zero constraints.

This open approach gives your enterprise the easiest and most cost-effective way to implement your custom ecommerce solution.

We are developer friendly.

We have a flexible service oriented platform. We make it easy for you to extend the out-of-the-box features, create your own custom features without losing the ability to upgrade, and easily integrate with third parties.

We use open technologies

The Elastic Path platform uses the best of open source Java technologies and adheres to many industry standards. Elastic Path is a platform-independent Java-based solution with a standard Java/J2EE/AJAX implementation. It works with a variety of application servers and databases and provides for an SOA approach. With a foundation in open technologies, enterprises can more easily find IT resources, decrease new developer ramp up time, and keep development costs down.

Leveraging the best of open technologies:

- Velocity, HTML and CSS
- AJAX
- Spring framework
- Eclipse Rich Client Platform (RCP)
- ACEGI Security System
- Solr Enterprise Search Server
- Sun's Core Web Services technologies
- Apache OpenJPA

We will work with you

We are there to provide support whenever you may need it. Your account team at the start of your project will be the same team to help you post-implementation. Your account team will be an extension of your own team, with deep knowledge of your specific implementation. We will provide support for best practices to ensure your enterprise maintains a good upgrade path.

We have created an Elastic Path developer community with the resources and tools to help our customers and partners succeed.

"The (IBM) Websphere Commerce platform was too heavy on maintenance and cost and was inflexible to our needs."

– **Linda Geary**
Business Development Manager
Bond + Bond

Elastic Path minimizes the risk and complexity of implementation.

With full access to source code, integration tools, and build scripts, your enterprise can integrate with any third party system such as ERP, CMS, supply chain, and data management tools. This enables your team to use web services, create custom batch jobs, or build a connection to a service bus. The Elastic Path platform will also fit into a service-oriented architecture (SOA) environment. Enterprises can continue to leverage their existing infrastructure and business processes to manage data as they desire.

Integration Methods:

Robust Web Services API

- Using Sun's JAX-WS and JAXB

Data Management Tools

- XML Import/Export and CSV Import Tools

Java API

- Add new services and extend existing services using the Spring Framework

Elastic Path provides enterprises with an end-to-end solution.

The Elastic Path team of experts is able to provide services as required by our enterprise clients.

Professional services

Enterprises can use any combination of resources for their implementation work—their own in-house IT team, preferred system integrators, or the Elastic Path professional services team. Our team has the deep technical knowledge of the platform and extensive experience with many enterprise deployments and environments. We have solution architects and business analysts who will be able to help plan and provide recommendations for your specific business needs.

Support and resources

Elastic Path provides comprehensive support services and resources for your enterprise:

- 24/7 enterprise support services
- Elastic Path developer community
- Product documentation
- Online and in-person training

“Redemptions made during last year's Christmas period were huge, and the platform was a big part of that, so as a commercial venture, the project is an unmitigated success.”

– **Sean Burke-Gaffney**
Web Development Manager
Aeroplan

Ecommerce consulting

Elastic Path also provides both business and technical consulting for your ecommerce strategy, tactics, and operations.

About Elastic Path

Elastic Path Software provides an enterprise ecommerce platform for the easiest and most cost-effective way to deliver custom ecommerce solutions. The Java-based platform comes with many out-of-the-box features and a full development environment. This enables internal IT teams to develop innovations for business users with a faster time to market. Major global brands such as Virgin Media, Time Inc, and Sony Ericsson rely on Elastic Path. For more information, please visit www.elasticpath.com.

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