

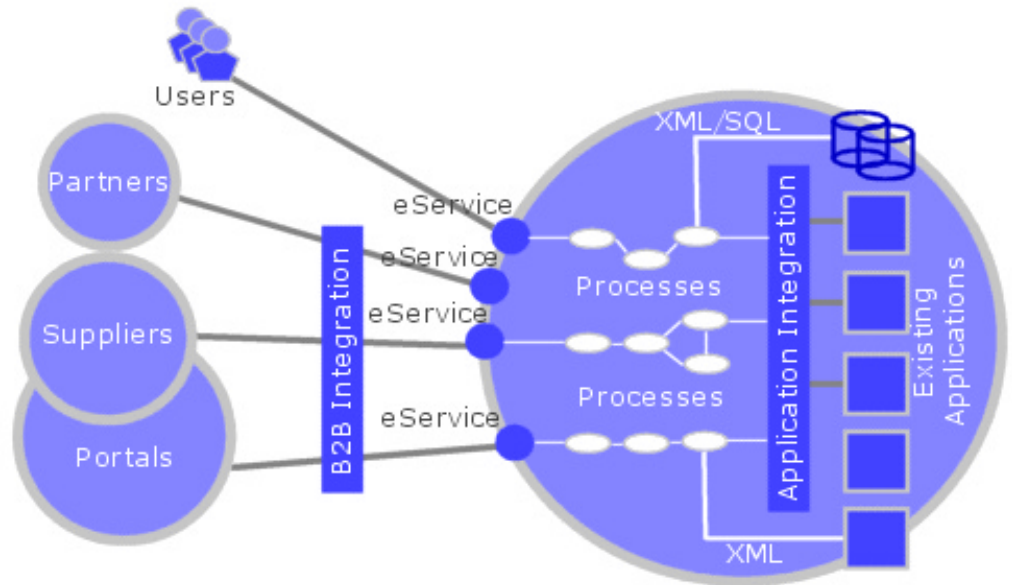


## Intelligent Web Services Platform for Rapid Development and Deployment of Web Services, using Dynamic Business Rules

*Service-Oriented  
Integration Platform*

*Simplify the  
construction of  
distributed  
business solutions*

*Harness the power  
of next generation  
technologies*



PxP is an advanced Web Services Platform, using the latest XML and Web Services technologies to provide the next generation of development and deployment environments. PxP can be used for rapid and cost-effective development of enterprise-scale Web Services solutions, including:

- Development of new Web Services
- Integration solutions for system-to-system and B2B integration scenarios
- Portals, Hubs and Marketplaces
- Workflow and Business Process Automation

### **XML-based Integration**

Traditional EAI technology has provided application specific integration. Whether organisations have implemented EAI-based solutions or require direct access to existing applications and databases, PxP can provide XML-based integration, which is loosely-coupled and independent of the underlying technology.

Using XML-based integration, existing services can be rapidly assembled and deployed as Web Services for access by users and partner organisations. This protects and leverages existing investment in systems.

### **Accessible Web Services**

Services created using PxP are accessible from a variety of sources, including interactive access via browsers and automated access from other organisations. This enables straight-through transaction processing capabilities, irrespective of the underlying technology.

### **Service Oriented Solutions**

Rather than basing integration of systems on raw data, PxP provides a Service-Oriented Integration mechanism, which enables services to be defined based on new and existing data definitions. This provides additional shielding from underlying technology and more meaningful services for users.

### **Business Process Automation**

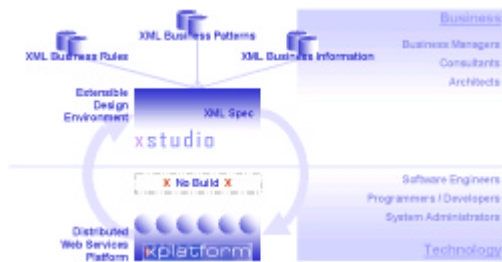
The traditional EAI approach makes systems accessible but does not provide the ability to define processes within which the integrated systems are to function. PxP enables the development of processes within an organisation and partners to enable seamless transaction processing using XML as the messaging vehicle and dynamic business rules for message orchestration.

## PxP Features

- Dynamic Business Rules
- Pattern-Based Development
- Service-Oriented Integration
- Handle any XML Standard
- Integrate with J2EE and .NET
- Visual Tools to help construct applications
- Can be used by non-technical users
- Distributed Web Service Architecture

## Advanced XML Web Services Technology

The design philosophy for PxP is to use state-of-the-art technology that is accessible to business users. PxP uses an advanced XML Web Services architecture, enabling business users to focus on the business rules without being distracted by the technical plumbing always associated with complex distributed systems.



## Pattern-based Development

PxP incorporates proven Business Patterns, which enable repeating patterns of business interactions to be captured and reused. For example, certain processes within an organisation may be used many times, with only minor variations. Using pattern-based development, PxP can provide enterprise solutions in a fraction of the time and cost when compared to traditional approaches.

## Intelligent Software Agents

These patterns link intelligent software agents together to make autonomous decisions based upon the content of the incoming document. This helps to keep the focus firmly on the business processes involved without overly complicating the issues at hand. The decision making is driven by Business Rules.

## Dynamic Business Rules

PxP allows business managers to define business rules which can be modified dynamically, without intricate knowledge of the underlying technology. Dynamic business rules enable new services, processes and relationships to be implemented and deployed with minimum cost and lead times.

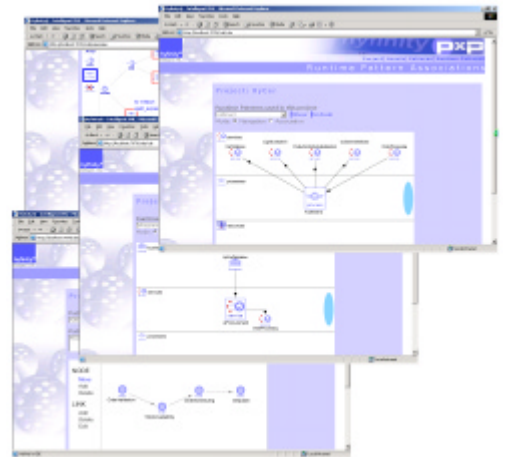
## Use any XML Standard

With so many XML standards emerging and evolving, it is of paramount importance to ensure the ability to accommodate future variations. PxP is unique in its ability to handle any XML industry standard. It achieves this using Hyfinity's XML Rules Engine, which can be programmed "on-the-fly" to

adapt to any XML messaging standard. This removes the need for costly future upgrades. PxP can bridge different industry standards to provide seamless XML connectivity.

## XStudio

PxP includes a fully-integrated web-based design environment which can be used to visually construct business interactions, services definitions, process flows, and business rules.



Developers, architects, designers and business managers can all use the design environment to construct very sophisticated applications in a fraction of the time compared to traditional approaches using 3GLs, and the approach still incorporates standard modelling and construction technologies most technologists are familiar with.

## XPlatform

Applications developed using XStudio can be directly deployed on XPlatform. The platform is extremely lightweight and incorporates a distributed architecture, enabling applications to be deployed on architectures ranging from PDAs to high-end mainframes.

## Business Benefits

- Cost-effective, compared to traditional approaches
- Protects existing investments
- Enables access to new opportunities through multiple channels
- Integrated solutions for better customer service
- No need for expensive resources for future maintenance

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