



Context, Architecture, Process, and Integration Diagrams

This document includes several diagrams and pictures that can assist in understanding the overall nature of the ECF. These diagrams can be used to gain insight into the architecture, key processes, as well as implementation planning.

What's Included in this Document?

Development and Deployment Context Diagram

Shows the Overall Context of the ECF in terms of the different resources and process who collaborate on and ECF deployment.

Business Features and Capabilities Context Diagram

Provides a high level view of the core capabilities and features of the ECF as an Integrated base platform to customize and extend.

Implementation Model Diagrams

Shows some examples of general ECF implementation models and possibilities with the ECF.

Sample Site Structure Diagram

Shows a basic contextual diagram of a site layout to assist in understanding the notion of categories, products, skus, and virtual pages within an ECF site Structure

ECF Payment Calculation Process Diagram

Shows the process logic by which payment calculations are made within the ECF during the checkout process.

ECF/nSoftware Payment Gateway Component Integration

Shows the context by which you can use the nSoftwareBiz E-Payment Integrator .NET components to easily add over 50+ Payment Gateway's to your ECF solution

ECF Customer Interaction

The ECF front end is a state of the art .NET based solution that can be customized and tuned to any design or experience that is required. Key technologies such as master pages and a strong architecture provide for multiple languages, multiple product templates and more.



Customers/End Users

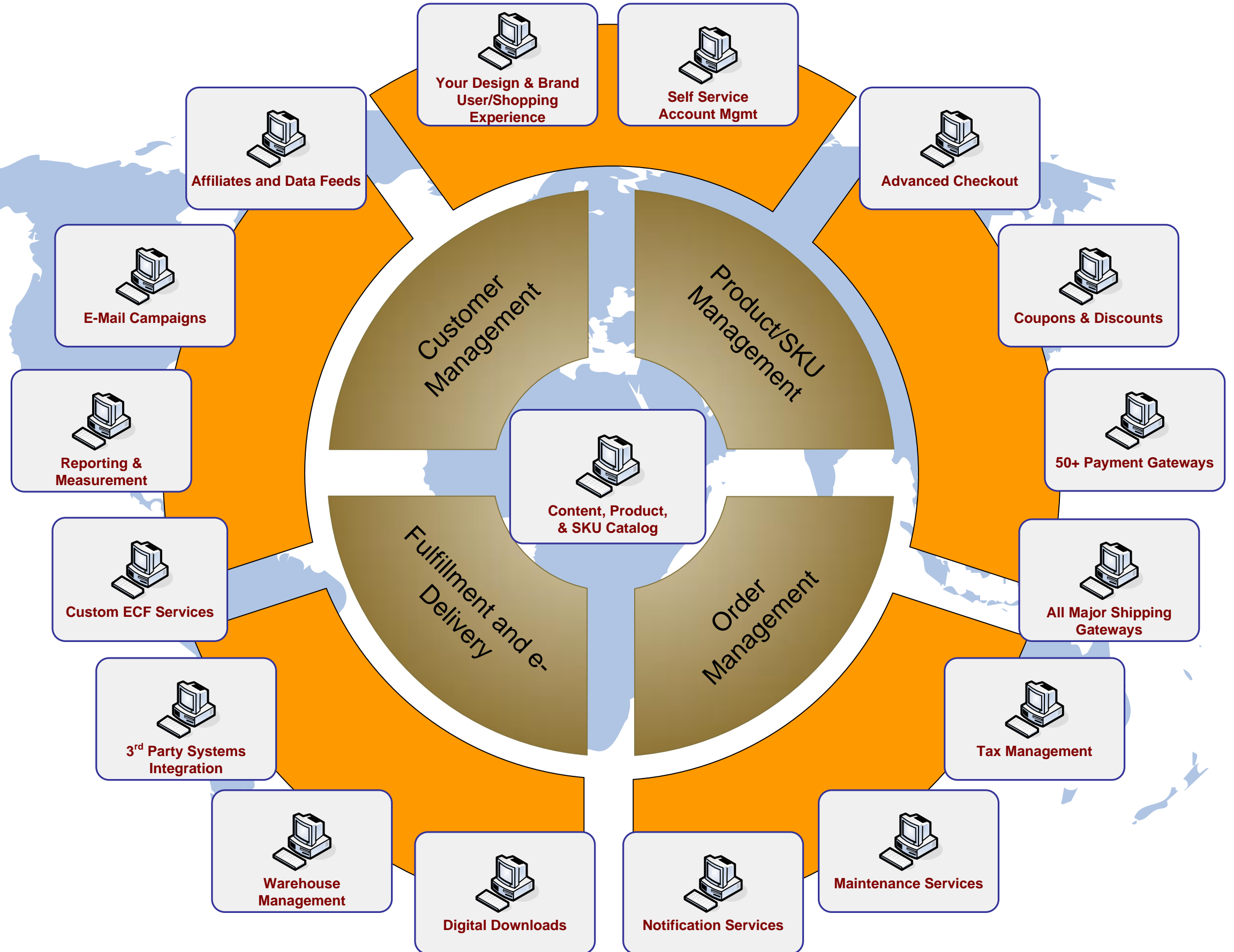


ECF Administration

The ECF backend (Commerce Manager) provides merchants, store operators, developers, and IT personnel the ability to manage the processes, view information and data, measure progress and of course deal with catalogs, products, SKUs, and content related to the experience of the customer.



Business Team



The ECF has been designed to allow an individual or team to design, develop, extend, integrate, and and manage a feature-rich eCommerce solution. You can have one person creating the site, managing content and products, or a whole set of distributed teams working together on a larger eCommerce solution.

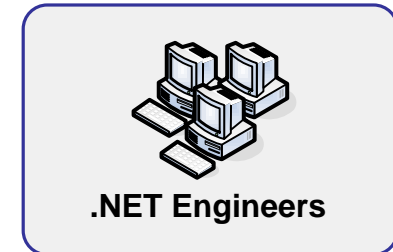
This diagram provides a basic context by which you can understand the various aspects of the ECF from a development to operational perspective. Each implementation can be different, but the ECF can support virtually any type of content or commerce scenario including: B2C, B2B, B2G, and B2E. The ECF is used by many organizations for traditional public commerce applications as well as intranet and extranet applications within enterprises.

Business, Development & Quality Assurance Environments & Process

Planning, Requirements & Progress Review



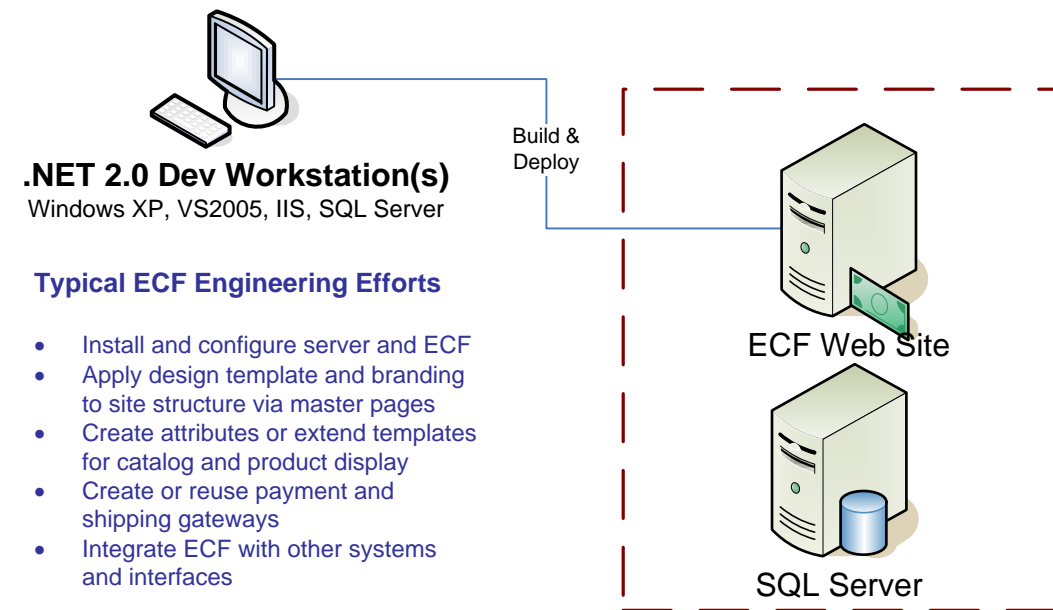
Development, Engineering and Integration



Planning, requirements gathering, site design, catalog management, products/SKUs, engineering and process all come together to get a solid QA release ready for launch

Quality Assurance & Testing Environment

Production Deployment



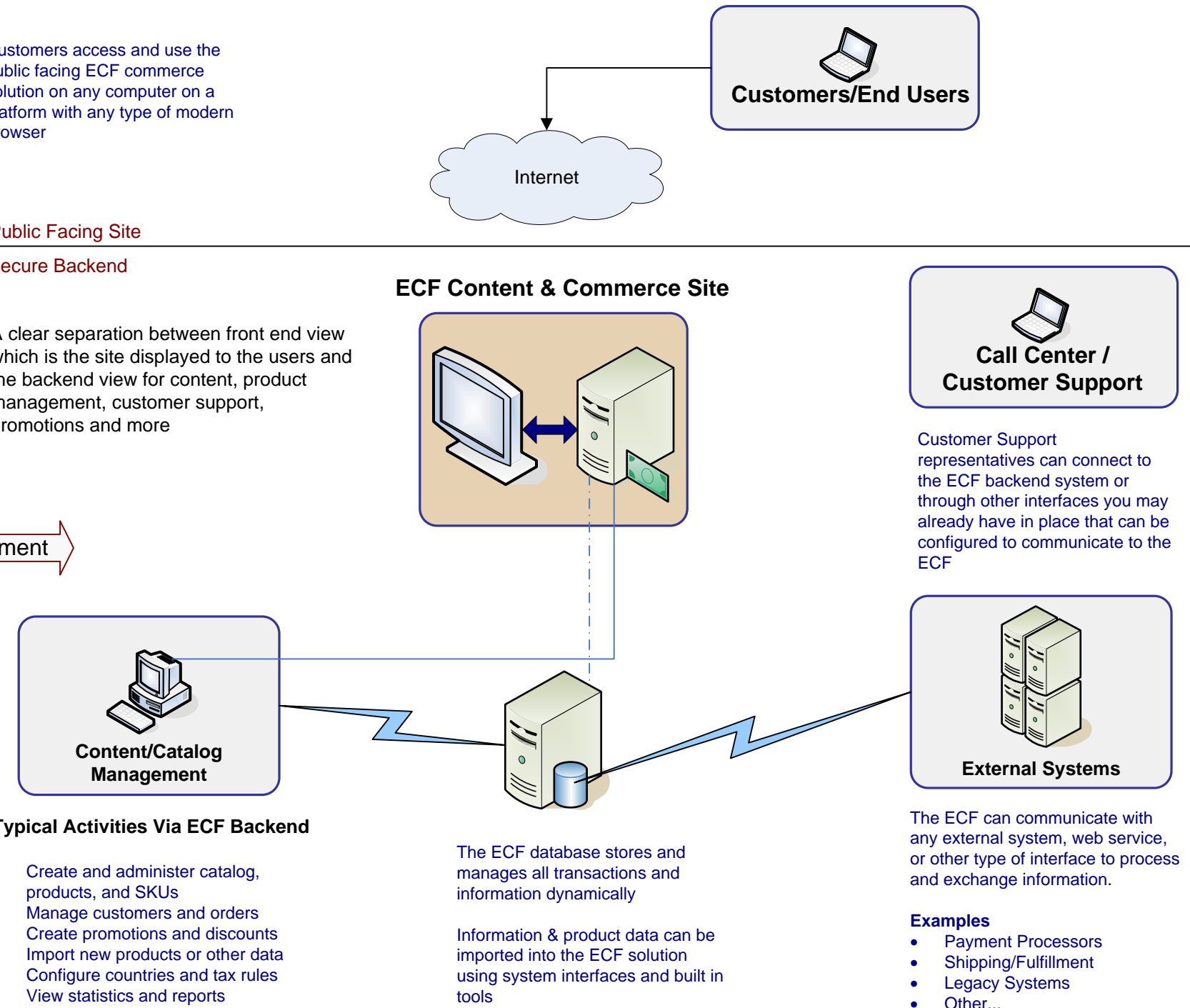
Production Deployment and Operational Environment

Customers access and use the public facing ECF commerce solution on any computer on a platform with any type of modern browser

Public Facing Site

Secure Backend

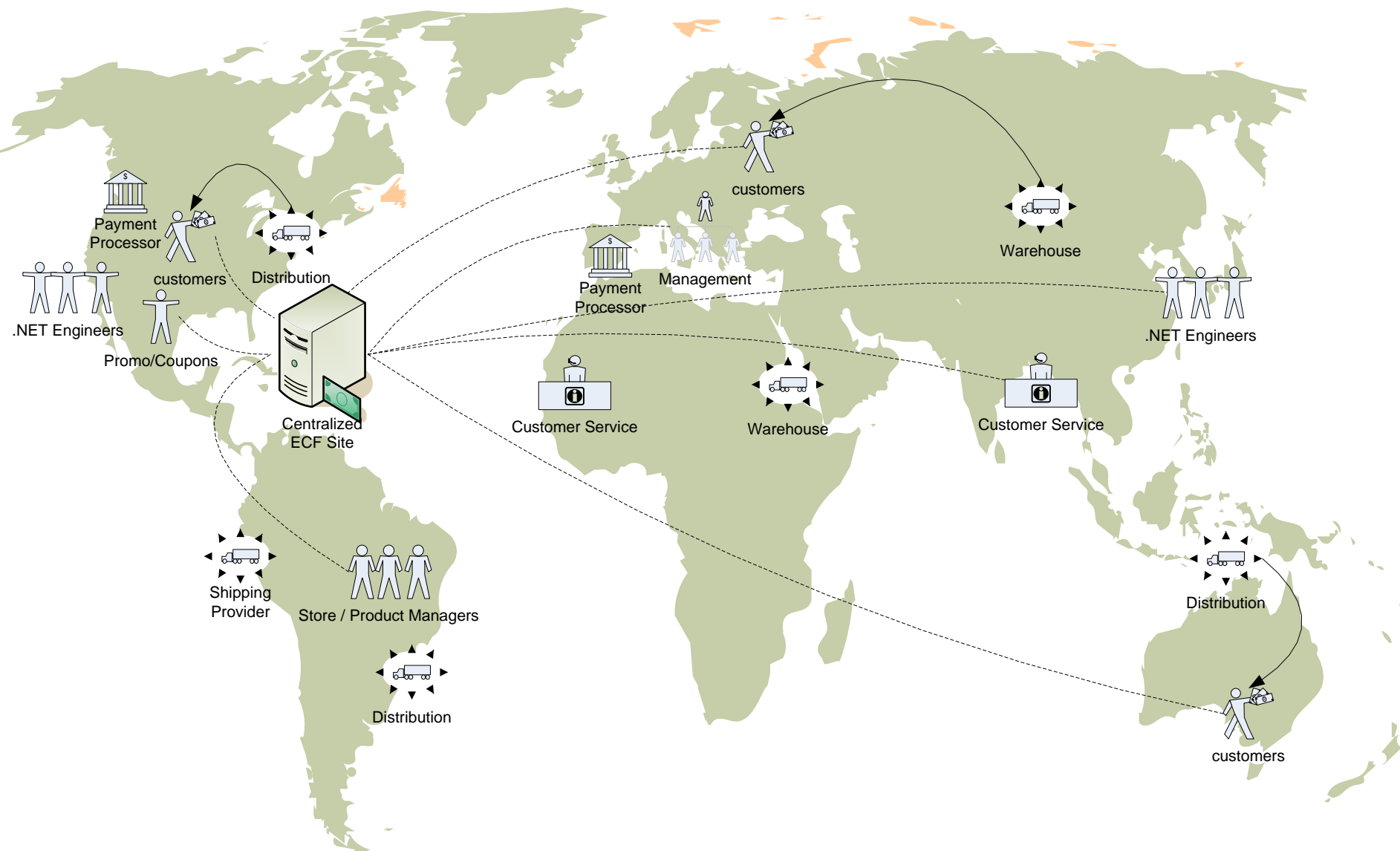
A clear separation between front end view which is the site displayed to the users and the backend view for content, product management, customer support, promotions and more



The ECF Supports a number of different implementation models ranging from simple Business to consumer web sites to more advanced global infrastructures all depending on your business needs. In addition, through our integration gateway's many external systems, internal processes, and business relationships can all be accommodated.

Below are several example implementation models for your review and there are many more. If you have a specific model you do not see here or want to explore with us, feel free to contact us or visit <http://www.mediachase.com> for the latest information.

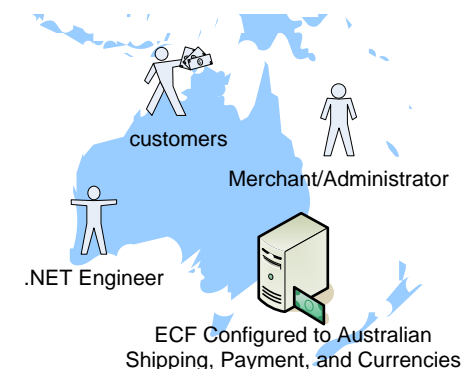
Distributed Global ECF Implementation with Centralized Site



ECF Solutions Providers Building Multiple different types of Commerce Solutions for Vertical Markets

ECF Solutions providers are experts in the ECF and many of them specialize in specific industries. Often, ECF solutions providers will extend or create solutions and implementation models based on their experiences in their particular vertical or industry. For more information on contacting our solutions providers directly or to become a solution provider for the ECF in your market, feel free to contact us.

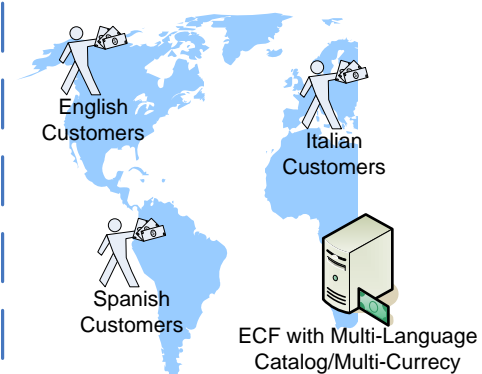
Simple ECF Site Implementation Single Country Focus (Example Australia)



In this example, a company in Australia has built an ECF web site to sell a catalog of 500 products and they are marketing and selling to customers specifically in Australia with an Australian payment gateway and shipping provider.

This is a simple standard implementation and can work in any country and for any business.

Single ECF Site With Multiple Language Catalog Implementation Languages Focus (i.e. English – Spanish - Italian)



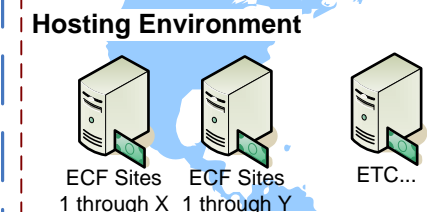
In this example, a company has built an ECF web site to sell a catalog of 10000 products and they are marketing and selling to customers in multiple languages with the content, site design, and product catalogs are different for each "in-language" site.

Depending on the site/domain that a customer visits, the ECF will resolve the user to the language that meets there needs. The ECF can also detect the browser language and automatically do it.

Multiple ECF Sites Running in a Shared Hosting Environment ASP Provider Focused with Monthly Plans



In this example, a hosting company wants to add value added eCommerce solutions for their customers.



In this model, customers can have the hosting company provision an ECF site and then pay a combination of a one time charge and a monthly charge to operate and manage a complete commerce solution without requiring hardware, software or networking investments.

The following diagram shows a representative site structure using the ECF catalog management functions which provide both for multiple languages, catalog security and complete view of content in multi-level structure.

ECF Backend Interface – Store Operation & Administration

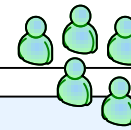
Catalog, Content & Product Management Functions

Manage multi-level categories of content and combine them with product and sku information. Content is dynamically stored in the ECF database and rendered on the front end using templates.

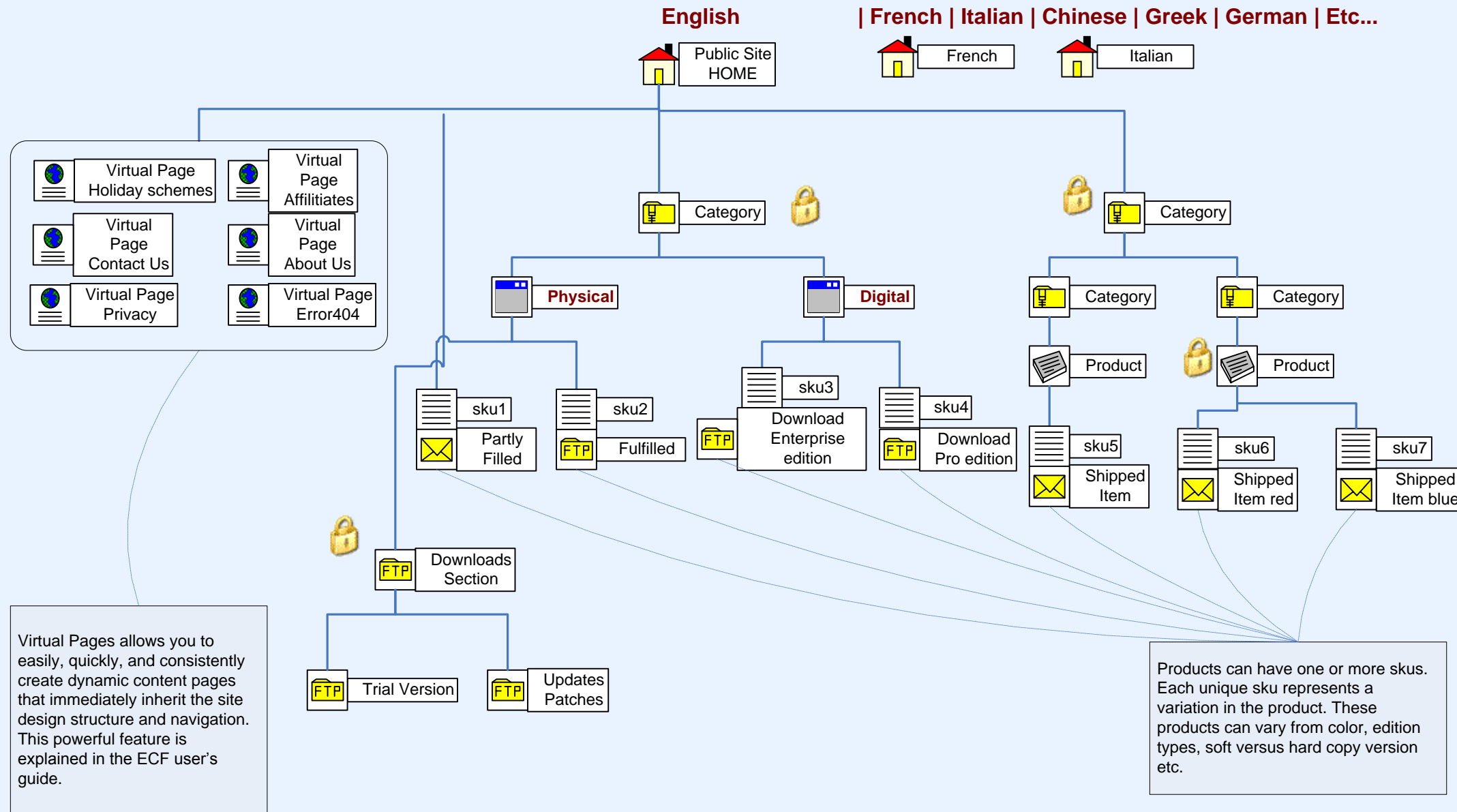
The entire visual display of the site content, products, and other information through a master theme which includes templates, attributes, and other information to allow you to structure different views and info for different types of display needs.

The ECF backend (Commerce Manager) provides merchants, store operators, developers, and IT personnel the ability to manage the processes, view information and data, measure progress and of course deal with catalogs, products, SKUs, and content related to the experience of the customer.

Consumers/End Users



Mediachase ECF 4.0 Example Site Structure



Virtual Pages allows you to easily, quickly, and consistently create dynamic content pages that immediately inherit the site design structure and navigation. This powerful feature is explained in the ECF user's guide.

Products can have one or more skus. Each unique sku represents a variation in the product. These products can vary from color, edition types, soft versus hard copy version etc.

ECF Front End Interface

The ECF front end is a state of the art .NET based solution that can be customized and tuned to any design or experience that is required. Key technologies such as master pages and a strong architecture provide for multiple languages, multiple product templates and more.

ECF-Customer Browsing/Shopping Experience

Customers access any type of shopping experience and design through powerful master pages templates, custom designs, or any other type of interface you wish to use.

ECF Login & Registration Process

Leverage streamlined registration and customer login process provides easy transition for checkout and customer self-service capabilities.

ECF Checkout Process - SECURE

Powerful shopping cart interface and business logic collects and processes customer items and leads to a comprehensive checkout process.

ECF Order Completion & Notification

Orders created in the ECF system automatically notify customers via e-mail upon completion of payment process.

ECF Fulfillment Processing

Order transactions are tracked and can be sent to multiple fulfillment warehouses via customized interfaces developed through the ECF services architecture

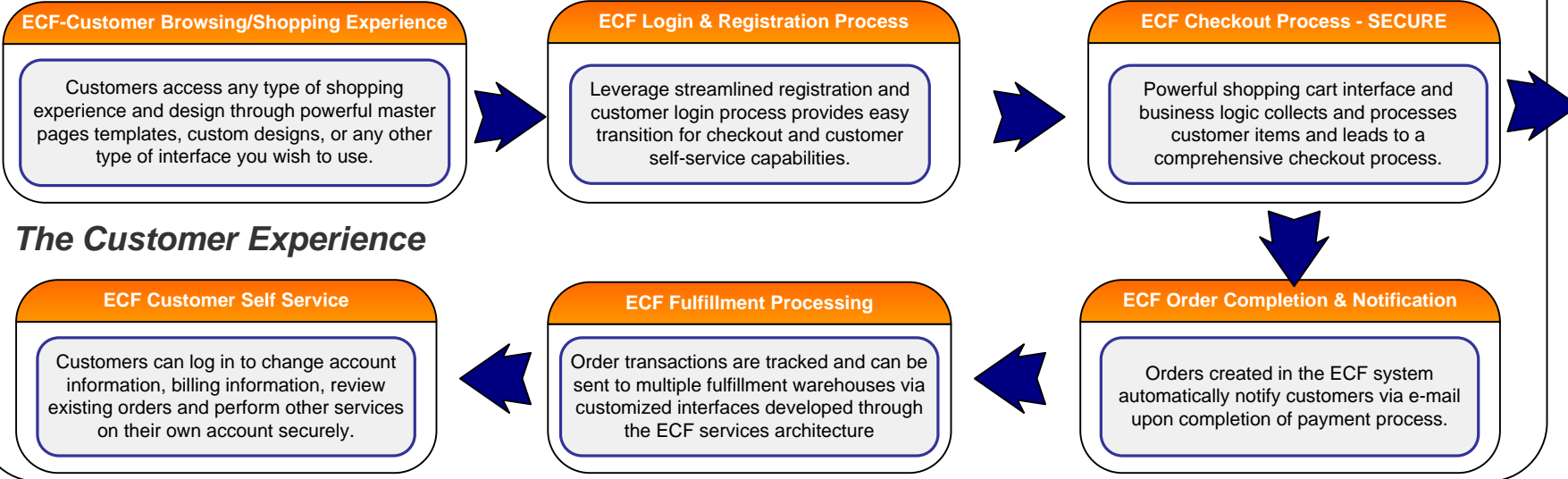
ECF Customer Self Service

Customers can log in to change account information, billing information, review existing orders and perform other services on their own account securely.

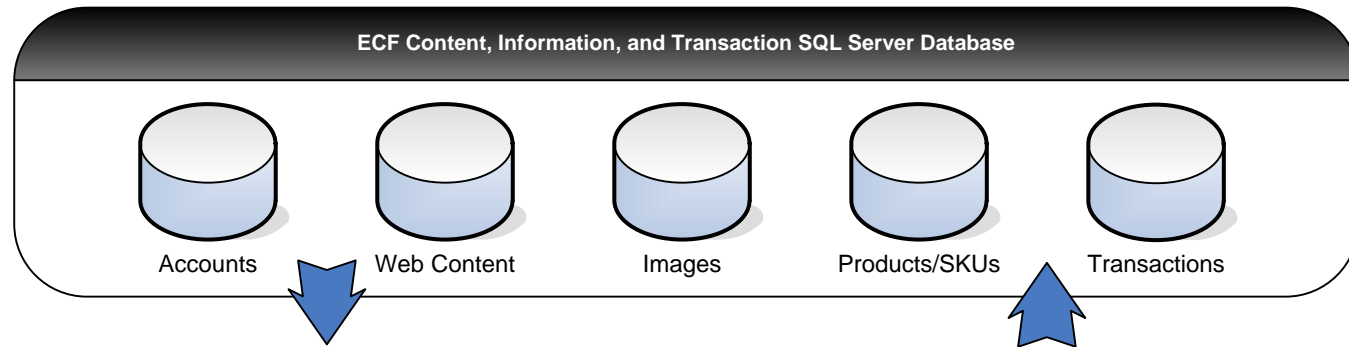
Payment Calculation Logic Diagram

ECF Front End Public Interface – Customer Interaction

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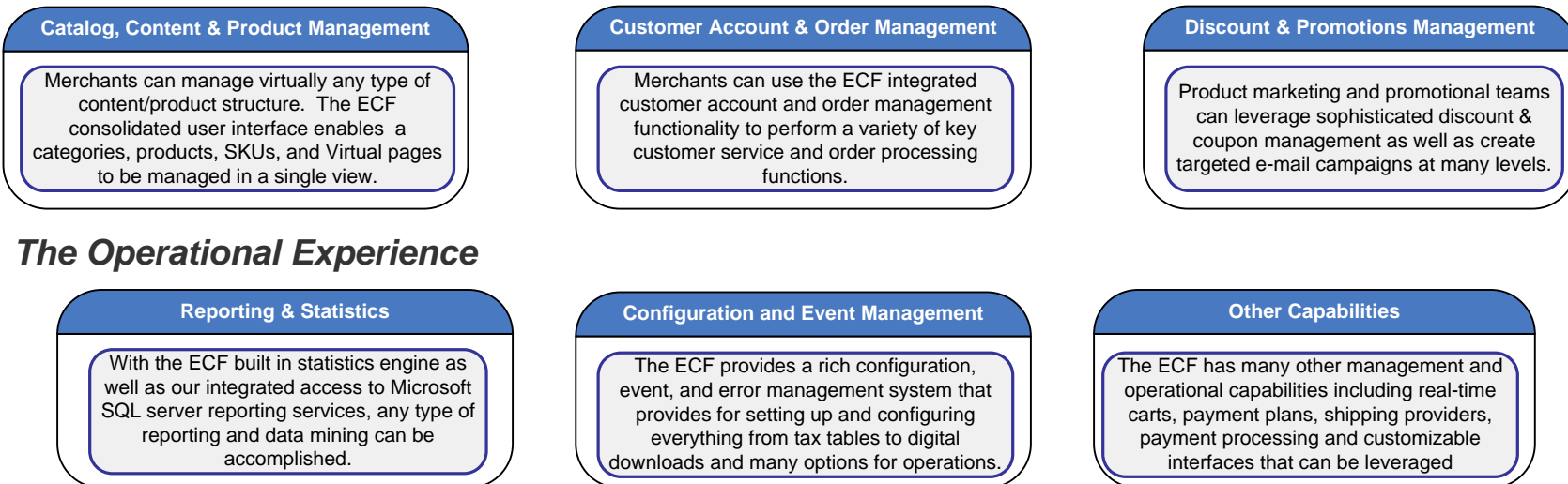


The Customer Experience



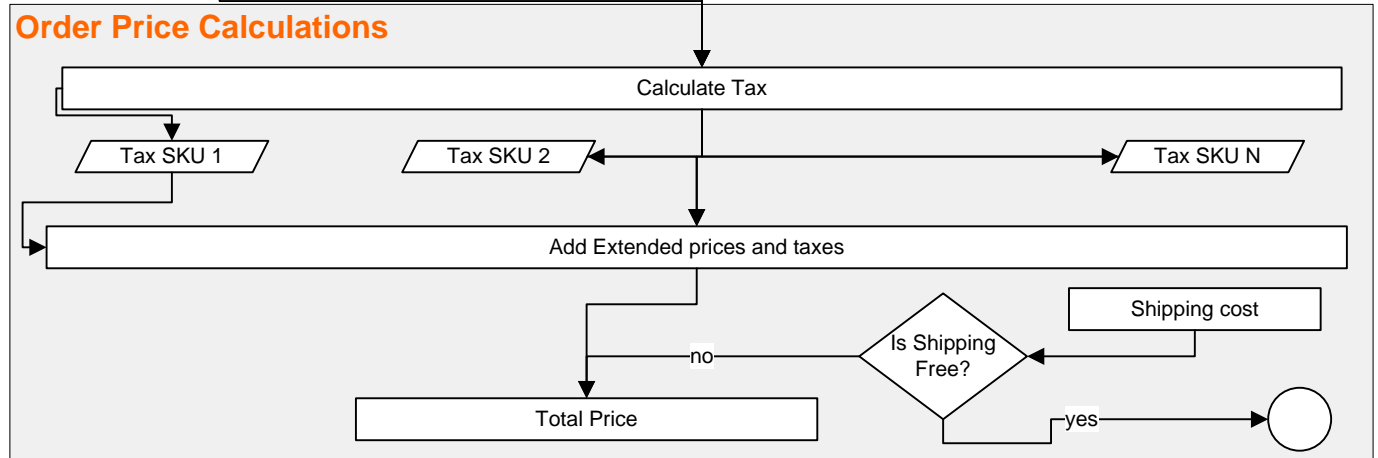
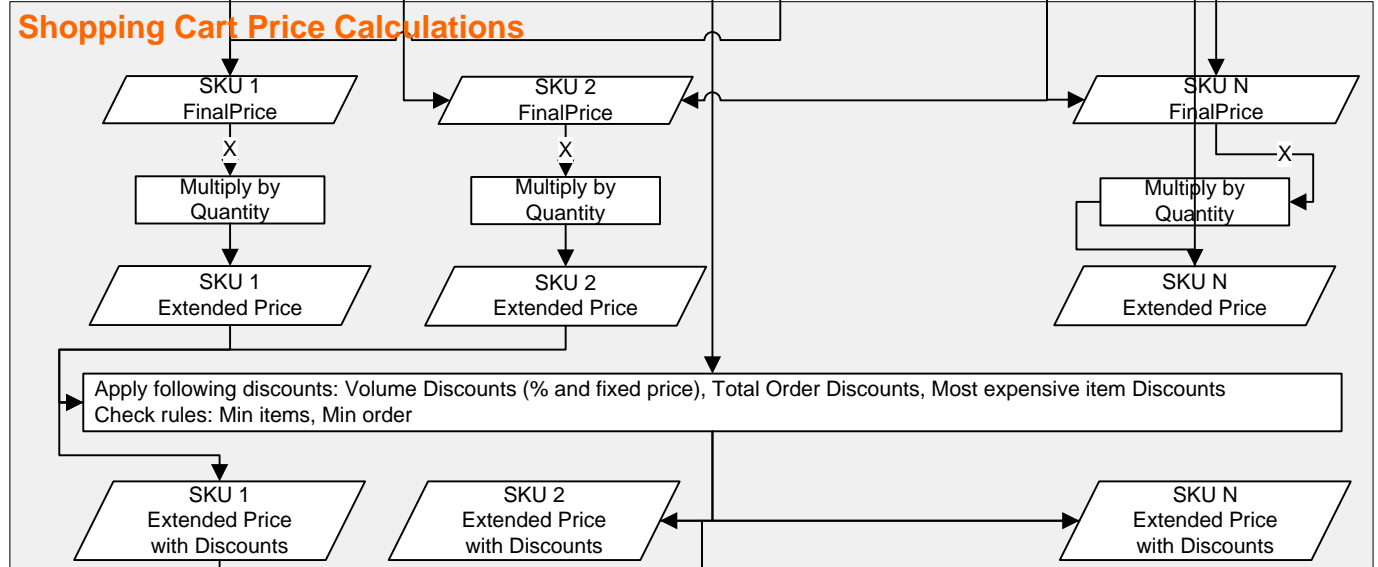
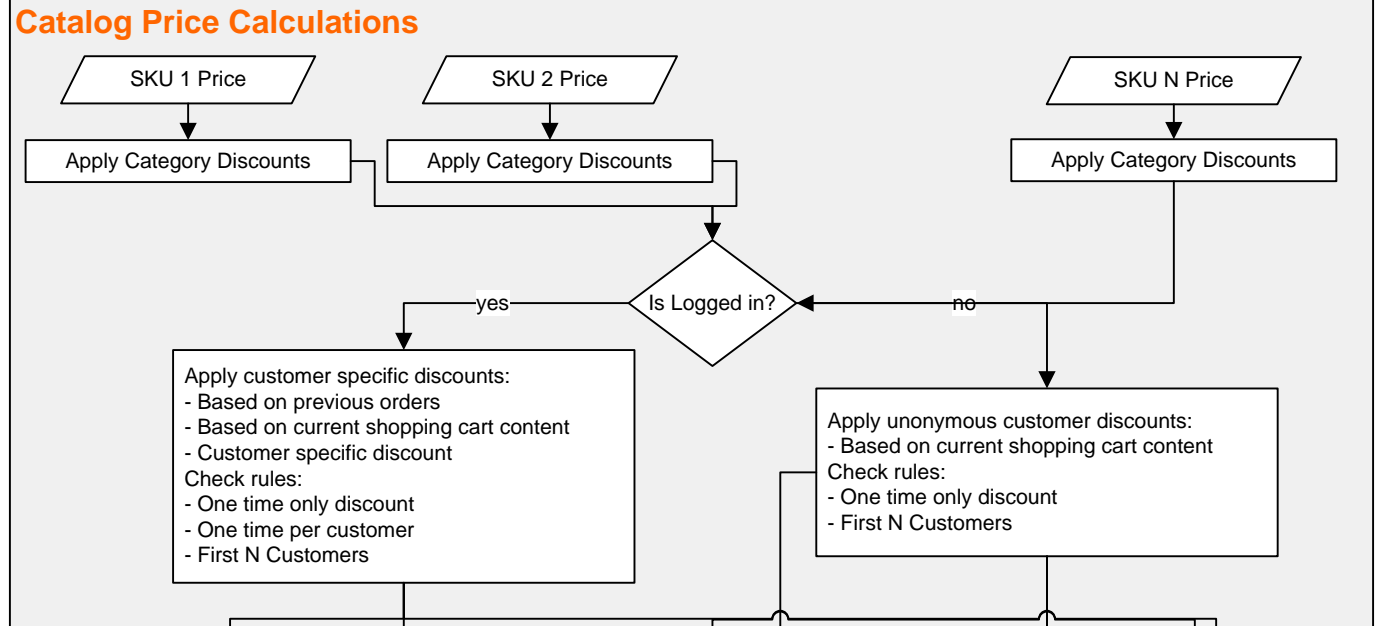
ECF Backend Private Interface – Store Operation & Administration

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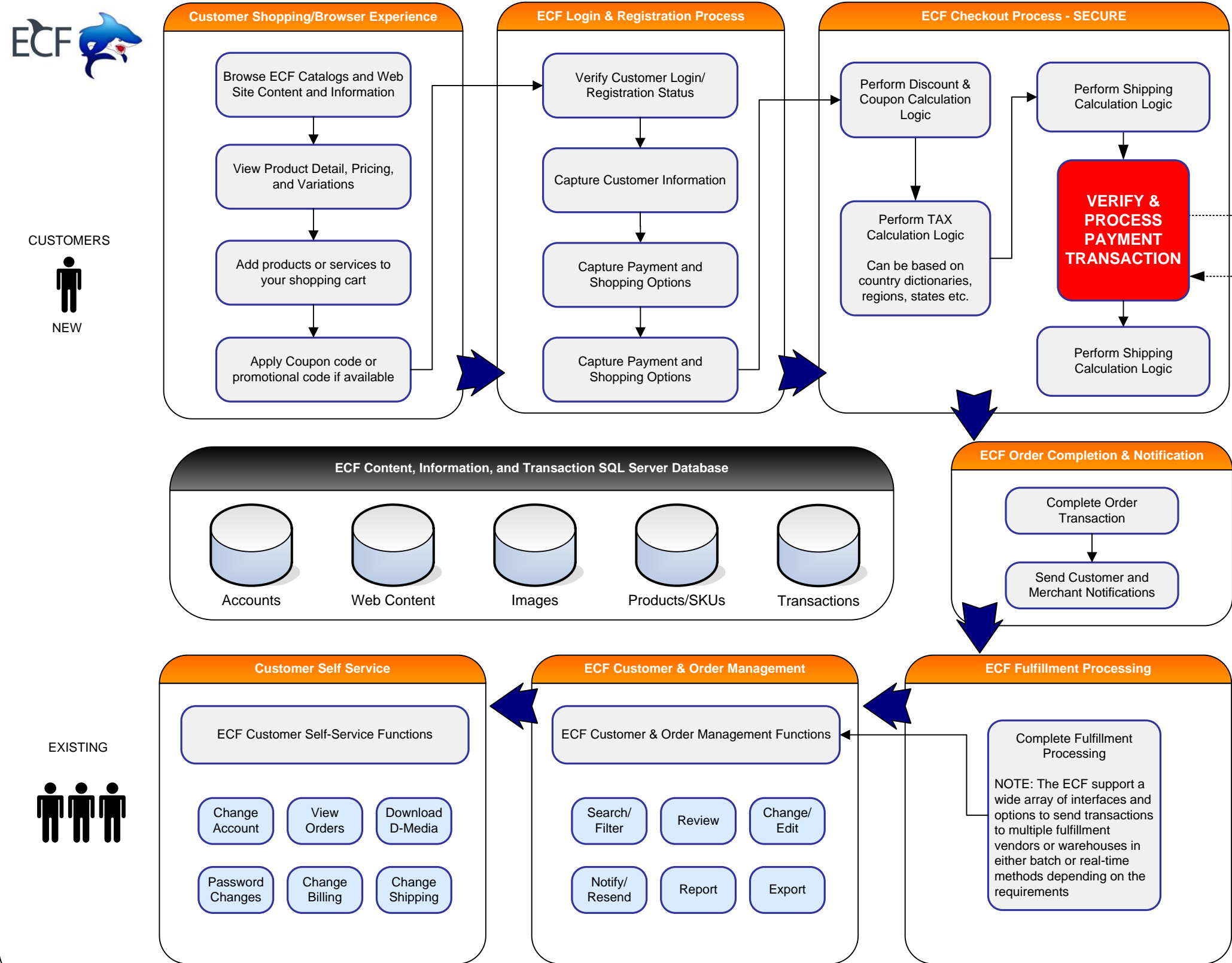
The Operational Experience

The diagram below shows the calculation logic at three levels within the ECF, since discounts can be displayed automatically to either registered or unregistered customers. In addition, you will see that the ECF applies logic to calculations at the Catalog, Shopping Cart and Order processing within the ECF.



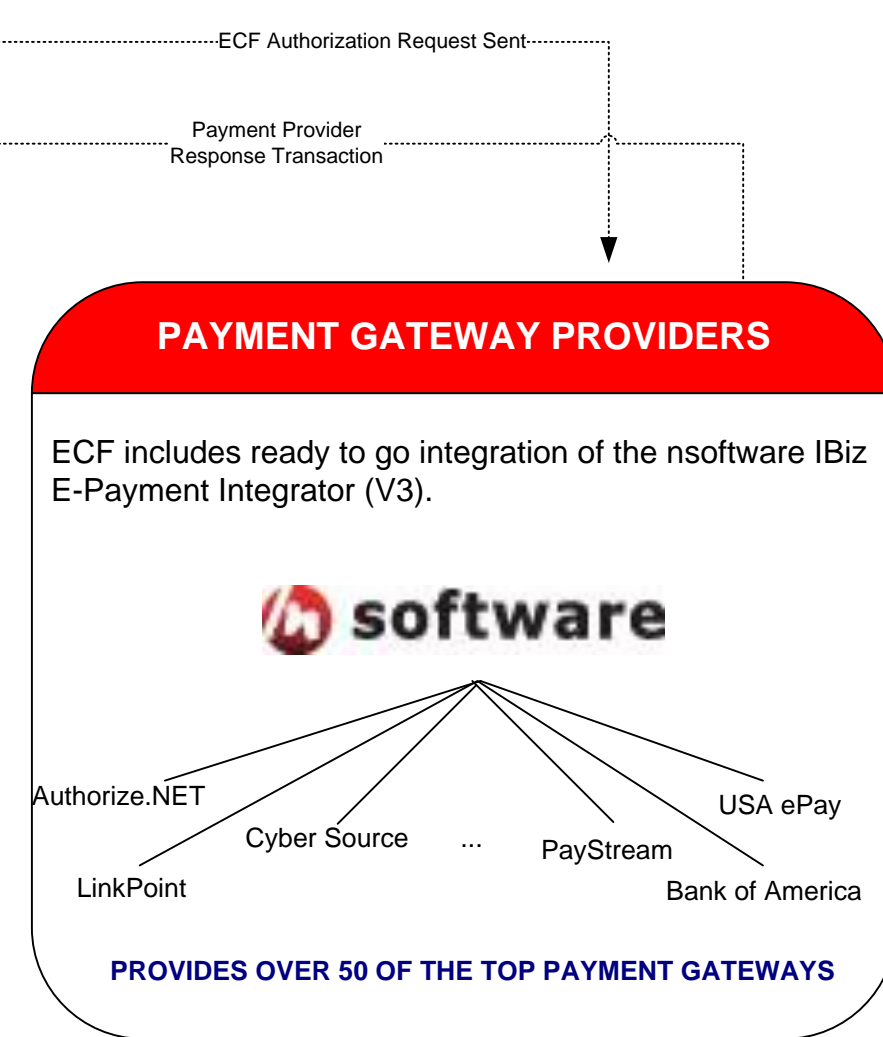
Mediachase ECF System - High Performance End-To-End Commerce Solution and APIs

The ECF provides a rich infrastructure of ASP.NET based front end interfaces, backend administrative tools, and a powerful set of API's and web services to create full featured and extensible eCommerce solutions. The ECF system is designed to fully take advantage of the .NET framework architecture and has a performance tuned database architecture.



The ECF comes with a pre-built interface to the /n Software E-Payment Integrator components. Through this interface, .NET developers are able to target and develop for any currently supported payment gateway.

- Credit Card processing & eCheck support for every major Internet Payment Gateway.
- Secure data communications using up to 128-bit SSL encryption and Digital Certificates.
- Reliable high volume transaction processing.
- Address Verification Service (AVS) support
- Intuitive, easy-to-use, extensible component design.
- Credit Card validity checks decrease expenses that result from attempting to authorize invalid credit cards.



Visit <http://www.mediachase.com/ecf/overview.aspx> for latest licensing and pricing for ECF.

Visit <http://www.nsoftware.com> for latest licensing and pricing for Ibiz E-Payment Integrator software.