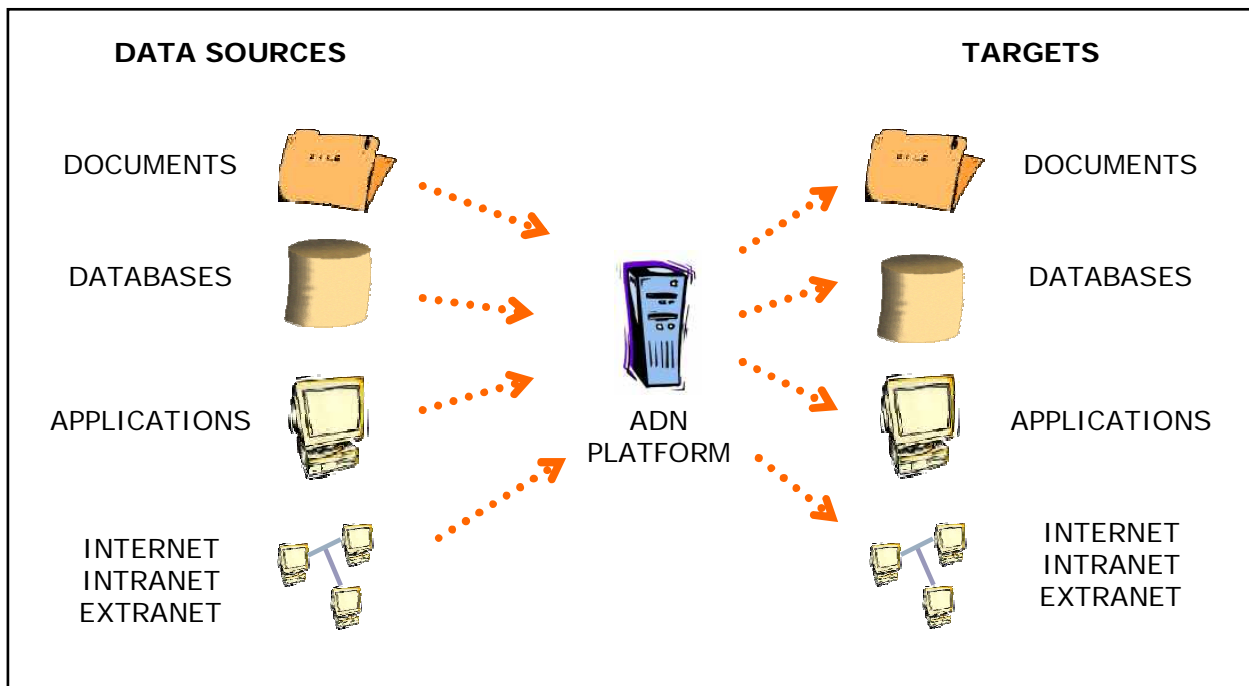


CONTROL YOUR INFORMATION AND SERVICES PUBLISHING PROCESS

Whatever the format or source of the data, the ADN solution simplifies the information processing required to render it the way you want.

True management platform allowing the publication of dataflow and information services, it will give you total control over your data and services, guaranteeing:

- ✓ **AN OPTIMAL REACTIVITY**, thru quick and simple data and services management
- ✓ **RAPID INTEGRATION**, due to the platform's high adaptability to upstream and downstream technological constraints
- ✓ **TIME AND COST SAVINGS** by decreasing the number of intermediaries involved in your publication process

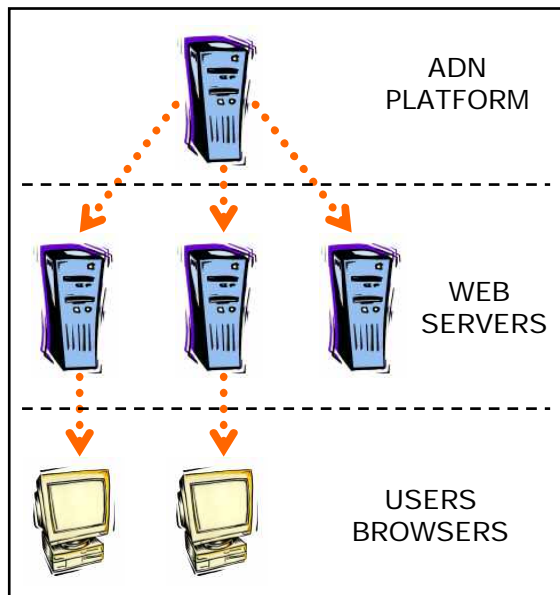


① ONE-TO-MANY INTERNAL DATA COMMUNICATION

INTRA GROUP COMMUNICATION FLOWS

You want to publish information through the Intranet Web sites of your group ?

ADN platform allows you to publish information without intermediaries and without publishing delay, while managing the different Web technologies encountered within your Group.



Indeed, ADN platform is then acting as a news post office within your intranets. Any Intranet site having the task of giving information to end user will have to invoke the ADN server in order to get the messages back.

While you had to manage the news publishing on every Intranet Web site, ADN allows you to centralize it on a single platform, thus:

- **It simplifies** your publishing process and give you a better control on it.
- **It saves you time** by knocking out the middle man involved in your publication process .

Moreover, ADN can customize the news by modifying either their presentation or their content or even both.

Content customization allows you to build relevant news or messages thanks to the parameters given by the requesting Web site. For example, the message may vary depending on the function of the Intranet users (Sales, Management, Direction, RH, etc.).

News published by ADN platform may integrate their own presentation which can differ depending on the Web site identity in order to apply its own visual identity. The requesting Web site integrate directly the news in its Web pages without computer processing.

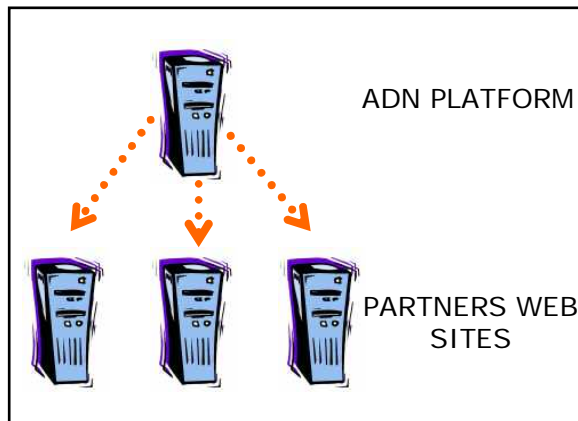
EXAMPLE : **Instantaneous display** of a GROUP Information column at the same time on all the Intranet Web site of the group's companies.

② ONE-TO-MANY EXTERNAL DATA COMMUNICATION

ADVERTISING INSERTS MANAGEMENT

You want to simplify the management of your Web advertising inserts?

ADN platform provides a simply and reliable solution to draw up and manage all the advertising banners present on your partners Websites .



Your partners need only to integrate, on their Websites, a call to the ADN platform instead of the advertising banner. Trough this call the ADN platform will be asked which is the right advertising banner to display.

Thanks to a simple administration, you will fully control the advertising banners that you put at your partners disposal **without their intervention** and **without modifying their architecture security**.

ADN manages static advertising banners, such as the one generally found on the Internet, but its big strength is to know how to draw up and publish **dynamic banners**. These banners can create contents depending on the specified customization made by the partner Website (for example: age of the user, product previously viewed, etc.). ADN enables the display of a banner **that fit to the user needs** by proposing a product likely to interest him.

Moreover, the banners contents can be **made with information coming from various data sources** like a database or a file, etc. Thanks to that, it's possible to display advertising banners presenting the best sales of the day or the sale goods availability.

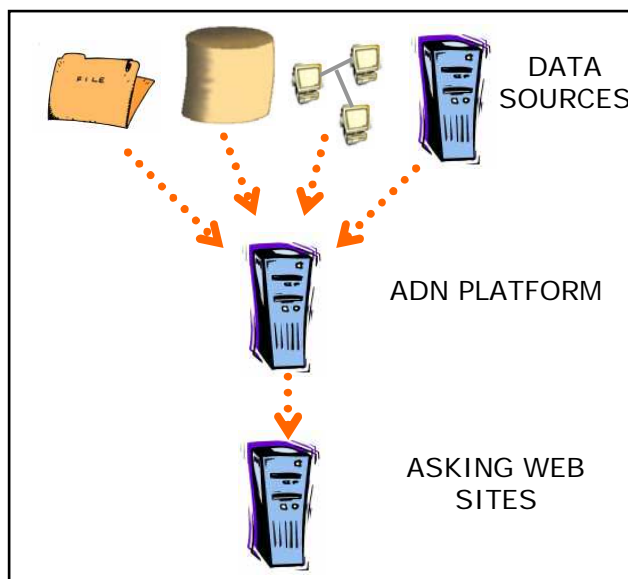
EXAMPLE : Management of a “ flash special offer” advertising campaign from an online seller who wants to diffuse, in real time, his special offers and his availability on his partners Web sites.

③ DATA AGGREGATION COMING FROM VARIOUS SOURCES

DATA GATHERING

You want to draw up information from various data sources technically heterogeneous ?

The ADN system allows the extraction of numerous and heterogeneous sources chosen to render them in a unique format.



It's not unusual to publish information coming from various data sources. These sources are often technically heterogeneous (databases, file applications, Internet, etc.). They are sometimes internal and sometimes they belong to a supplier or a partner.

ADN can, in most cases, access to these information sources. You will only have to make a content aggregation from these data sources in order to restore an information in a pre-defined **unique format**.

In this case, the big interest of the ADN platform is to significantly **simplify the use** of this gathered information. In fact, the way to collect this information is totally **transparent** for the final users. They don't have to worry about the different technologies involved or about knowing if the sources are internal or external.

The informations, can then be used within your company, published to your partners or can be spread to your customers for commercial use. Whoever is the person addressed, you are providing a **homogenous information**.

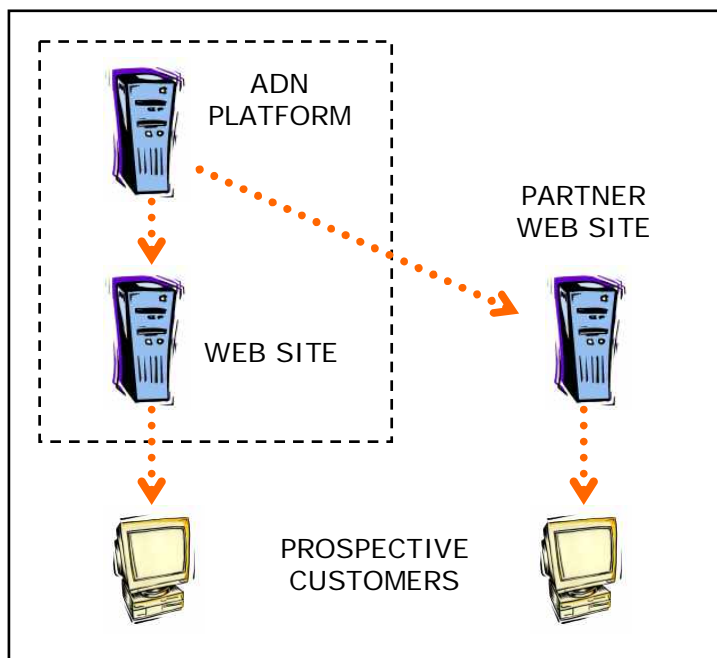
EXAMPLE : real estate online portal made from advertising coming from several real estate agencies and specialized newspapers.

④ GATHERING SERVICES

INTERCONNECTION BETWEEN SEVERALS SUPPORTS

You want to propose your services to your partners' customers directly through their Websites?

ADN allows you to publish your services on the Websites of your partners without corrupting their architecture or being affected by their technologies.



Your partners need only to integrate a call to the ADN platform instead of the visible part of the service. This call will ask the ADN platform for the right graphic representation that the partner should put on his customer screen.

The choice of the service or of its graphic representation could be done according to the data transmitted during the ADN call. Then, the service offered will fit **the customer needs**.

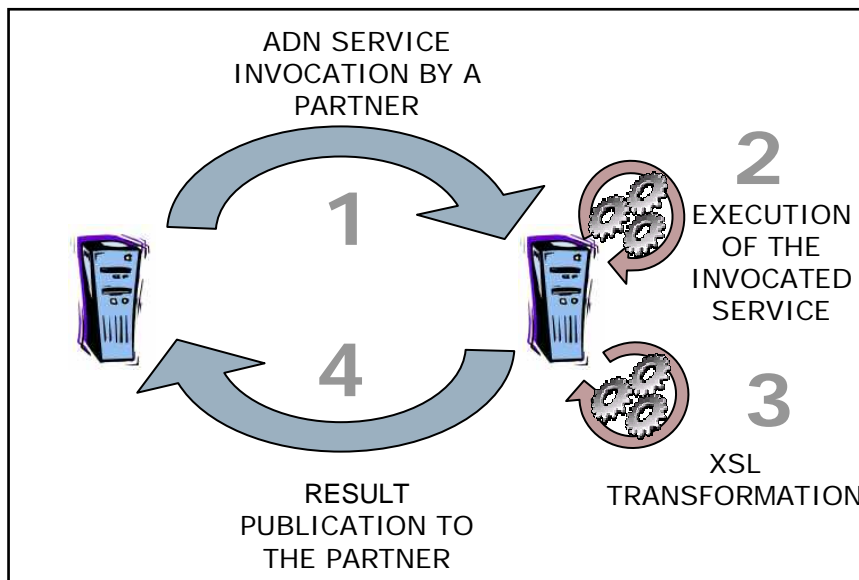
As only the graphic part of the service is transmitted to the partner Web site, **you don't really need to care about the technology involved**. Indeed, ADN transmits this graphic part of such way that it's directly integrated on the Web site without any process. ADN also **respects the graphic design** of the Web site in which it should be displayed. Thus a same service can see its graphic design in a variety of forms.

EXAMPLE : You are an insurance agent working in a Group and you want to propose your products to the customers of an online bank from your Group. You just have to install a subscription service for a property insurance to reach the bank customers who had building society savings plan.

① BASIC PRINCIPLE

ADN is an ADN services management platform based on Java and XML / XSL technologies. In fact, it manages a services list, a users list (customers, partners or any authority authorized to invoke the services) as well as services access rights (who are the users who have the right to invoke such services).

The ADN platform receives ADN services invocations from partners. The invoked ADN service can have for principal purpose to return information or to execute a process or even both.



The ADN service invocation can be executed through all Web technologies allowing communication through sockets (PHP, Microsoft ASP or .NET, JSP, StoryServer etc.).

A service invocation normally generates the execution of a Java class associated to this service. This Java class draws the information up to return or execute the process wanted.

The transformation of the information returned by the execution of the service, is an optional step. It allows to offer a variety of formats of this information: a same information can be published in XML for a customer, in WML for another one or in HTML, respecting the design charter for a Website which had invoked the service. This transformation is done through the XSL transformers associated with the ADN services. The use of XSL transformers significantly increases your reactivity by allowing you to quickly offer the same ADN service in a variety of form. In fact, creating a XSL transformer is far more simple than writing a Java ADN service.

The result returned to the customer can have various format (XML, HTML, WML, etc.). For the results of services which has to be displayed on Web navigators or on mobile phones through the WAP, it's possible to ask ADN to publish the information directly in HTML or WML and even to respect the graphic design of the caller. No intervention from the caller beside the call to the ADN platform integration is needed.

② ADMINISTRATION

ADN is delivered with an Administration interface developed in JSP. It allows to quickly and efficiently manage your platform from the ADN platform or remotely.

Here is the list of functionalities available on the Administration interface:

- services management (add, delete, modify)
- users management (add, delete, modify)
- services access rights management (add, delete, modify)
- view on invocations statistics (by service, by user, etc.)
- XSL transformer management



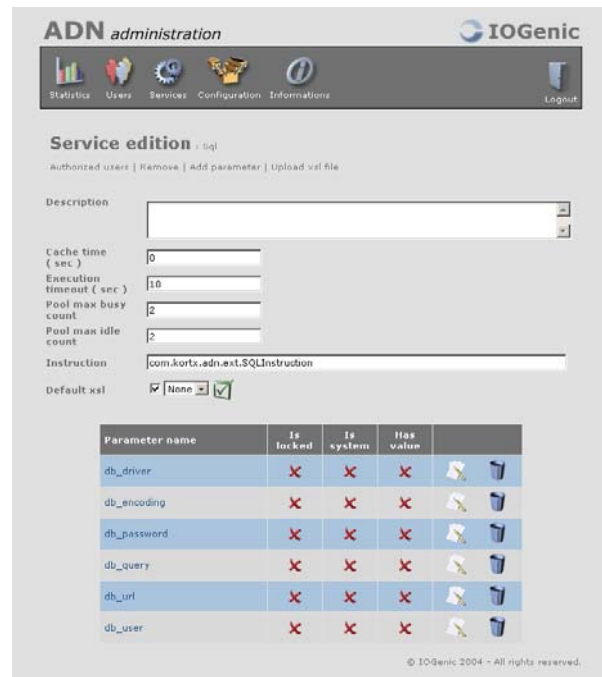
ADN administration IOGenic

Statistics Users Services Configuration Informations Logout

Services list
Services statistics | Add new service

Id	Cache time	Execution timeout	Default xsl	
Access Add Info	0	10		
Access Info	0	10		
Access Parameter Info	0	10		
Add Access	0	10		
Add Access Parameter	0	10		
Add Service	0	10		
Update User	0	10		
User By Service Statistics	0	10		
Sql	0	10		
Time	0	10	FrenchTime	
Users List	0	10		
User Statistics	0	10		
Wait	0	5		

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ADN administration IOGenic

Statistics Users Services Configuration Informations Logout

Service edition | sql

Authorized users | Remove | Add parameter | Upload xsl file

Description:

Cache time (sec):

Execution timeout (sec):

Pool max busy count:

Pool max idle count:

Instruction:

Default xsl: None

Parameter name	Is locked	Is system	Has value	
db_driver	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
db_encoding	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
db_password	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
db_query	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
db_url	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
db_user	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

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The ADN platform administrator doesn't need to have technical skills because of the simplicity provided by the shape of the administration interface.

③ ADN PLATFORM 2.0 TECHNICAL DESCRIPTION

The ADN platform includes :

- ☑ a Java developed **engine**.
- ☑ a **web administration interface** developed on JSP 2.0 which can be used on the ADN server as well as from a client's desktop remotely managing ADN.
- ☑ a **SOAP connector for the servlets/JSP engines** (tomcat)
- ☑ **libraries to facilitate the ADN services invocation integration** from Internet Websites developed in several technologies (PHP, Microsoft ASP or .Net, JSP, StoryServer..)

ADN's architecture is based on the Java and XML / XSL technologies giving the following advantages:

- ☑ **Portability** : ADN can be installed on any systems accepting JDK 1.4.
- ☑ **Evolutionarity** : Everything has been made to allow you to quickly and easily develop your services as well as easily create invocation routine, reporting or specific invoicing tools.
- ☑ **Performance** : ADN delivers its services effectively thanks to different fully configurable caching mechanisms and to an optimized multi threaded engine.

ADN briefly :

- ☑ it defines quickly and easily a new information and services flow.
- ☑ it manages precisely the ADN services access rights.
- ☑ it offers the result presentation of a same service in a variety of forms according to the addressee or to the communication channel.
- ☑ it integrates easily the published information on the addressee communication channel without problems linked to the technologies involved.
- ☑ it gathers heterogeneous data sources to restore and publish a homogenous information.
- ☑ installation without any perturbation of the existing architecture.

COST SAVINGS

Using ADN allows cost savings in every step of your data and services publishing processes:

Production Flow: Developed once, use n-times.

The customization and configurability of the ADN services lead to consequent reduction of the software development processes. In fact, a service can be developed once and then reproduced as many times as necessary according to the customers or the communication channels.

Although the service development can require a developer engineer, the customization of the services can be realized by a less technical person such as a webmaster.

Management Flow: Administration interface simplicity.

Where engineers were mandatory, the administration interface simplicity of ADN allows, after only few hours of training, a none technical user to manage all the information flows.

Publication: Reducing the number of intermediaries involved in your publication processes.

Thanks to the ADN architecture, all the human intermediaries between ADN and your customers become useless. The number of person dedicated to the publication is, then, reduced which decreases the operation cost.

This intermediaries' suppression minimizes the errors and misunderstanding sources as well as the time used to correct them.