Amazon.com Selects Systinet Server to Power the Merchants@ Program

Application Brief

▶ **Company**
Amazon.com Inc., a Fortune 500 company based in Seattle, strives to be Earth's most customer-centric company where people can find and discover virtually anything they want to buy online. By giving customers more of what they want—low prices, vast selection, and convenience—Amazon.com continues to grow and evolve as a world-class e-commerce platform.

▶ **Industry**
Retail and e-commerce.

▶ **Products Used**
Systinet Server

▶ **Challenge**
Provide a Web services infrastructure that is standards-compliant, secure and high performance. The framework needed to interoperate with the diverse array of retail partner systems, and scale with the anticipated increase in adoption of Amazon's e-commerce platform.

▶ **Solution**
Systinet Server provided a complete solution for creating and running a suite of C++ SOAP-based Web services designed to support all merchant transactions.

▶ **Results**
Amazon has deployed Systinet Server to support business-to-business integration with third-party sales through merchant partners.

↘

Amazon.com opened its virtual doors on the World Wide Web in 1995 and now has tens of millions of active customer accounts around the world buying everything from sporting equipment to designer clothes and gourmet food. In fact, more than 20 percent of orders placed on Amazon.com are for products inventoried by third-party retailers. Part of what makes this services business possible is a sophisticated IT infrastructure built around Web services technology.

Business & Technical Requirements

The Merchants@ Program
Amazon recognized that its loyal customers and unique technology were valuable to retailers who sought the resources and expertise to develop and sustain their own online retail presence, or who saw Amazon as a major sales channel.

Amazon began the Merchants@ program with the launch of the Apparel & Accessories Store in November 2002. The program, with technology backed by standards-based Web services, would allow vast new product selections from third party, branded retailers placed on Amazon product pages.

Standards Support, Security and Performance
Amazon needed a solution that had proven support for the existing and emerging Web services standards, and could interoperate well with other SOAP implementations such as Microsoft .NET. Amazon also required a product that fully supported their C++ systems. The solution needed to support inventory and order management, customer records, fulfillment, and financial reconciliation, so security was also an issue.

Finally, with ambitious plans for growth and expansion, Amazon needed a high-performance product that could scale to support anticipated demand and cope with load spikes during high-transaction periods. Amazon intended to deploy the solution across the entire enterprise.

systinet™
SOA Simplified.

The Solution

Amazon needed a near-frictionless integration pipeline for merchants joining the program. To achieve this, Amazon wanted a "standard SOAP experience" for merchants that would lower the time and cost associated with bringing partners online.

After considering multiple vendors, Amazon selected Systinet to provide the following solution:

Industry's Leading Standards Support
Systinet Server for C++ supports the latest Web services standards including SOAP, WSDL, SOAP with Attachments over MIME & DIME, and XML Schema. Amazon recognized that many standards were still evolving, and saw Systinet as a partner that could keep track of standard developments and ensure ongoing support.

Industry's Strongest Security Framework
To support financial transactions and order fulfillment, Amazon needed a robust security framework that would easily integrate with their existing security systems.

Systinet Server for C++ features a comprehensive security framework that serves as the foundation for programmatic customization of security functionality. The server supports SSL (TLS) encryption, SSL Client Authentication, and HTTP Basic Authentication. Systinet Server for C++ is the only product to fully support message-level security using OASIS WS-Security, and can easily be integrated with existing security systems such as LDAP or Microsoft Active Directory.

Best-in-Class Interoperability
Tests showed that Systinet Server offered best-in-class interoperability with Microsoft .NET, Apache SOAP/AXIS, and many other SOAP implementations.

Vendor Expertise & Viability
Amazon wasn't simply looking for a technology vendor; they wanted a partner that could provide expert advice and support on their adoption of Web services. They also wanted to work with a company that would guarantee ongoing standards support and that had already established its products in the marketplace.

Systinet provided a best-of-breed technology solution, and had already won a large customer base. It was also well-funded by an established VC, and was able to offer custom support for Amazon's development teams.

Business Benefits

Amazon signed a multi-year, enterprise license agreement with Systinet.

Merchant partners use the Systinet Web services to upload complex product information, download order placement data, and communicate settlements and payments-all on demand.

About Systinet

Systinet provides the leading foundation for SOA governance and lifecycle management. Founded in 2000, Systinet's award-winning, proven and standards-based products enable IT organizations to rapidly leverage existing technology investments, provide interoperability between heterogeneous systems and better align business processes with IT. Customers receive the benefits of a simpler, faster, standards-based way to dramatically improve IT responsiveness and technology asset reuse, while maximizing the ROI for SOA. Systinet's customer base of over 150 Global 2000 clients includes Amazon.com, BMC Software, Interwoven, JP Morgan, Motorola, Defense Information Systems Agency (DISA) and SAIC. Headquartered in Burlington, MA, Systinet is a privately held company with over 100 employees.

To find out how Systinet can help your business, visit **http://www.systinet.com**, call **1.781.362.1300**, or email us at **sales@systinet.com**.

> "Systinet is an important strategic partner for us. Their industry-leading Web services products meet the very latest standards and can easily integrate with our existing infrastructure, making it easy and efficient for third-party merchants to work with Amazon Services."

John Rossman
Director of Merchant Integration
Amazon Services