



Data-Centric Solutions for Growing Your Business

BATCH AMAZON.COM ® TRANSACTION HANDLER (BATH)

What is Merchants@Amazon.com?

Merchants@Amazon.com provides a software platform enabling retailers to create storefronts on the Amazon.com website. The platform provides the technology infrastructure for retailers to display merchandise to the millions of customers who come to Amazon.com to find, discover, and buy the millions of different products offered by multiple sellers on the Amazon.com platform.

The technology required to integrate with Amazon.com is necessarily complex to allow for the maximum amount of flexibility and automation. The technology includes: SOAP, XML, WSDL, XSD, SQL, and much more. Fortunately, AMULET's BATH solution solves one of the most difficult pieces of the integration puzzle, making the process of building an Amazon.com storefront much easier, quicker, and more cost effective.

BATH™

Why BATH?

The goal of BATH is speed of deployment and simplicity. Before AMULET created BATH, it took merchants nearly two months to develop the software interface layer required to read and write XML payloads based on your transactional system. With the BATH code-base as a starting point, AMULET engineers can tailor the code to your architecture in around two weeks for a fraction of the typical cost. AMULET partners with Wrinklebrain™, Inc. to supply the SOAP handler polling mechanism portion of the integration process with their WASH™ software.

What is BATH?

BATH is a batch Amazon.com transaction handler software layer that provides the interface between the merchant's e-commerce website architecture and the WASH component. Working in tandem with WASH, BATH exports transactional data to produce outbound feeds, and imports inbound feeds into the transactional merchant system.

Features and Functions:

- ♦ Server-side VB .NET software that easily installs on any Windows 2000 or 2003 server.
- ♦ Connects to any ODBC compliant database upon which the merchant transactional system is based.
- ♦ Generates XML payloads for Amazon product set-up and maintenance feeds: product, image, price, inventory, relationship, override, and promotions.
- ♦ Generates XML payloads for Amazon order management feeds: order, order acknowledgement, and order fulfillment.
- ♦ Generates XML payloads for Amazon adjustments and settlement feeds.

Amazon Order ID	Rampage Order ID	Posted Date	Amazon Item Code	Rampage Order Item ID	SKU	Quantity	Principal	Shipping	Tax	
058-0271565-3149031	52625	2003-05-18	248360109505000	104036	789360075392	1	\$36.00	\$5.95	\$0.00	
							Subtotal:	\$36.00	\$5.95	\$0.00
058-8025379-1411518	52609	2003-05-18	01627304250964	104176	000000005637	1	\$14.00	\$5.95	\$0.00	
							Subtotal:	\$14.00	\$5.95	\$0.00
058-7223333-6773123	62764	2003-05-18	0380276800076	104076	7893600281461	1	\$18.00	\$1.30	\$0.00	
00154403033344	104077		39162212847938	104076	789360040095	1	\$19.99	\$1.50	\$0.00	
							Subtotal:	\$42.00	\$3.12	\$0.00
058-4437170-3000754	62750	2003-05-18	24196793102612	104040	049183184667	1	\$12.50	\$25.00	\$0.00	
							Subtotal:	\$12.50	\$25.00	\$0.00

Inbound Settlement Feed Report

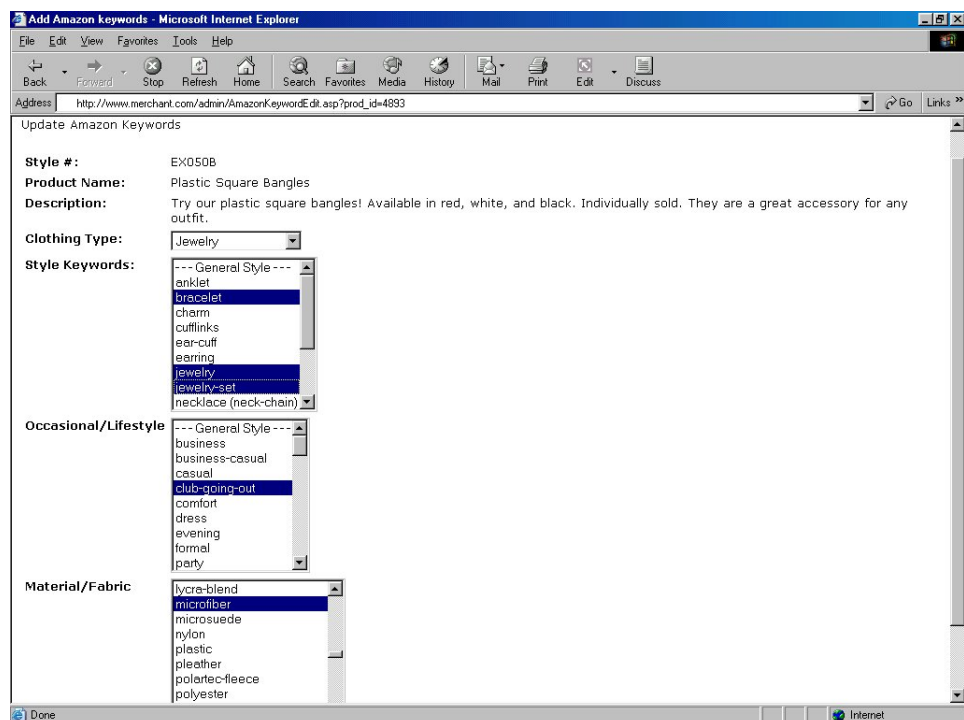
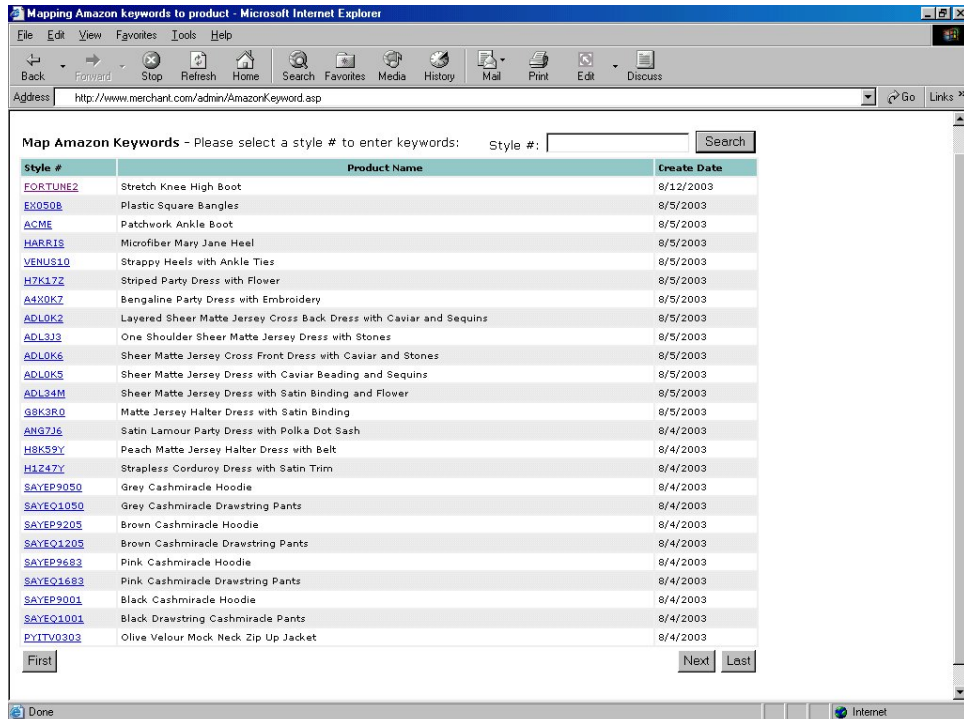
- ♦ Administrative BATH website with formatted reports documenting inbound and outbound feeds.
- ♦ AMULET's BATH is offered as a combination product and service to insure a custom fit for your IT infrastructure.

For more information about BATH and it's features, visit:
<http://www.amuletc.com/ecommerce.aspx#BATH>

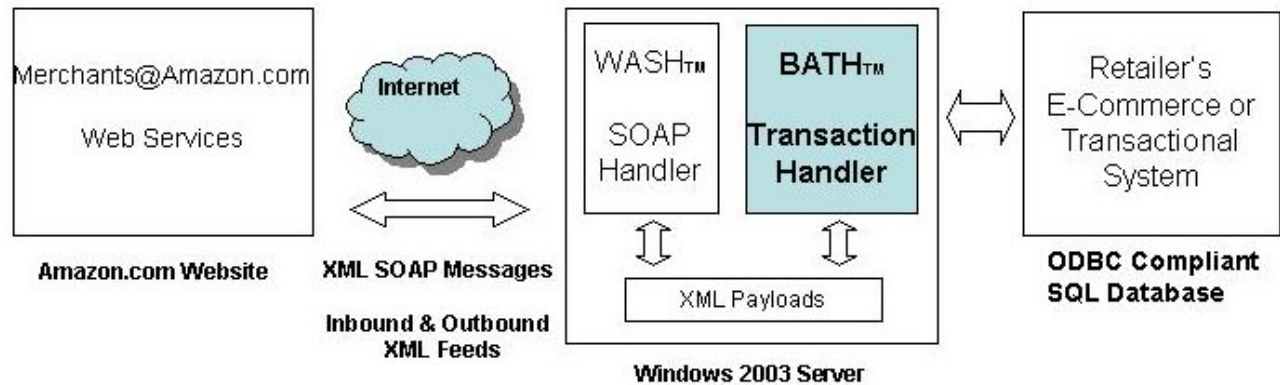
BATH Eases Integration

One of the most arduous tasks in the Merchants@Amazon integration process (especially if you have a large number of SKUs) is mapping your products to Amazon.com's browse structure. Browse is one of the most popular means Amazon.com customers utilize to find or discover products to buy. Through use of keywords supplied in the Product feeds, the Amazon.com browse software automatically categorizes your products such that they are displayed in appropriate areas of the browse hierarchy. The question is how do you map your products to the Amazon.com browse taxonomy? This is where BATH comes in.

The BATH admin site includes an easy to use keyword mapping facility as shown below. The product catalog page lets you choose a product to map, and the keyword assignment page lets you perform the mapping.



BATH Architecture



BATH = Strong Return on Investment

Taking advantage of the significant value proposition of owning a storefront on one of the most popular Web properties, Amazon.com, can require a sizable technology investment by the merchant company. The Merchants@Amazon.com program provides human resources estimates for a custom integration project – 18 weeks and well into six figure costs. No more, with the availability of the BATH solution coupled with the WASH product. With the BATH code-base and custom integration services, along with WASH, we've cut down your investment to a fraction of Amazon.com's estimated requirements.

Who Uses BATH?

Merchants taking advantage of BATH technology to automate the integration process include Rampage Clothing Co., a national retailer of women's apparel (www.rampage.com).

"We needed to complete our Amazon.com storefront under a very tight deadline, so our technology choices proved critical to our success in achieving this goal. Using AMULET's BATH solution turned out to be the most important factor towards this end. We highly recommend BATH to any merchant looking to save time and cost in integrating with Amazon.com."

Francheska Anderson, VP Operations, Rampage

BATH System Requirements

Windows 2000 or 2003 Server
.NET Framework
Any ODBC compliant database system
Industry standard Web browser

Who is AMULET?

AMULET Development Corp. is a Web database and e-commerce integration firm founded in 1984 to provide quality technology solutions for businesses in a broad range of industries. Specializing in Microsoft server, Web, and database technologies, we've built many high profile e-business websites. Our current focus is using contemporary Web services technology to solve business integration requirements.

For information about AMULET's BATH and WASH solutions please contact us:

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AMULET maintains a Microsoft Competency in *Data Management Solutions* with a *Business Intelligence* (BI) specialization.

Microsoft
CERTIFIED
Partner