



TRADEX

partner programme

Highlights:

- ▶ An **additional revenue** stream for your business
- ▶ **Enhance** your solution offering
- ▶ **Clear value** proposition for your customers
- ▶ **Complete** sales, marketing and implementation **support**
- ▶ **Proven** in use
- ▶ Proven **ROI**
- ▶ Secure and **professionally hosted** service
- ▶ **Founder member** of the 'Hub Alliance'

For most companies electronic trading can be a daunting prospect. With so many technologies, protocols and data standards, how do they meet the requirements of their trading partners? Who do they turn to for advice? Why not you?

The Causeway Tradex Partner Programme empowers Application Software Vendors by providing the tools and expertise to help meet your customer's eTrading requirements.

The opportunity

As organisations strive to reduce costs and increase productivity, more and more are recognising the value from trading electronically. Exchanging documents, such as invoices and orders on paper is both time consuming and expensive.

Implementing electronic trading involves the combination of enabled back office systems and a secure exchange hub that facilitates the translation, communication and business processes that underpin effective trading relationships.

The Causeway Tradex Partner Programme has been established to enable Causeway to work with application vendors in delivering a compelling proposition to a growing number of businesses. Under this programme an interface is developed, tested and maintained that allows you to enable your customers to readily adopt eTrading. Provided you can support an import and/or export file for the documents to be exchanged, Causeway Tradex delivers to you and your customers a proven eTrading capability that handles the communication and data conversion. Further, partnership provides access to thousands of companies already using Tradex.

Your customers

Adoption of electronic trading can be an expensive and technologically challenging problem. How can your customers meet these requirements without expensive and time consuming development effort or buying into multiple technologies? By working together, Causeway Tradex and application software vendors are uniquely positioned to solve this problem.



The challenge

Due to the ever changing technologies within the eTrading arena it is difficult, if not impossible, to keep abreast of existing and emerging technologies. Without a solution supported by you, your customers may increasingly look towards third party suppliers. In doing this, your customers incur heavy costs. The commercial impact to your business is also potentially significant and may include lost licence revenue; fragmented customer relationships together with support and upgrade issues.

The solution

Causeway Tradex Partner Programme provides you with an eTrading Gateway solution to meet the complex needs of your customers.

With the vast array of adapters and data standards already supported by Tradex, it is possible that an interface may already exist that can simply be adapted to facilitate the exchange of data between your application and the Tradex Hub. Your customers will be able to quickly and simply build electronic trading links within their supply chain, or with their customers in the event that an interface is not readily available, Causeway will work with you to agree the technical requirements and any business rules required to facilitate the exchange of data.

How does the Tradex partner programme help you?

The Tradex Partner Programme provides your business with a fully featured eTrading module.

Once connected, companies can trade electronically through a scalable and flexible integration hub that supports multiple document types and user services. With an

open connection policy, Tradex provides a single gateway solution to an expanding electronic community.

With an ongoing commitment to the continuing development of Causeway Tradex platform, your business will be able to respond quickly to emerging eTrading requirements without taking on unnecessary development cost within your product roadmap.

In addition Causeway will provide the sales, marketing and implementation support to help your business successfully target your clients.

This will include:

- Sales and Marketing literature
- Sales training
- Joint sales meetings
- Presales technical resource
- Joint go to market plan
- Second line technical support
- On-going Account management

What can be achieved?

With the rate at which companies are adopting eTrading solutions increasing, your customers will require flexible solutions to meet both their needs and those that may be imposed upon them by their trading partners. As the most flexible and cost effective solution in the marketplace, Tradex is able to offer quantifiable businesses value and real ROI.

Tradex is already supporting both blue chip organisations and smaller regional businesses by providing a platform to centralise their electronic trading activities.

Companies including Aggregate Industries, Cemex, Carillion, Speedy and McNicholas Construction are using Tradex to centralise the exchange of business critical data with their customers and suppliers.

In each case this involves integration between multiple back-office applications and the accommodation of different business rules for the handling of data. Tradex addresses all of these issues, connecting trading partners and enabling increasing deployment within the supply chain.

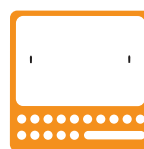
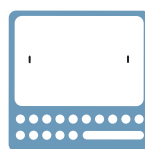
Summary

Causeway Tradex offers application software providers a unique solution to solve their customer's electronic trading requirements.

A partnership with Causeway offers your business the opportunity to generate additional revenue and provides a catalyst to enhance your customer relationships through the provision of an eTrading solution complementing your existing product portfolio.

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