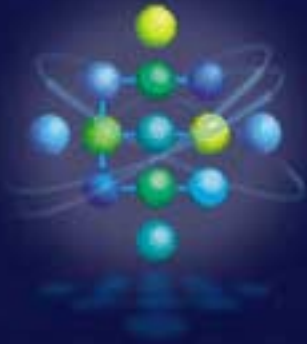


Ecometry™

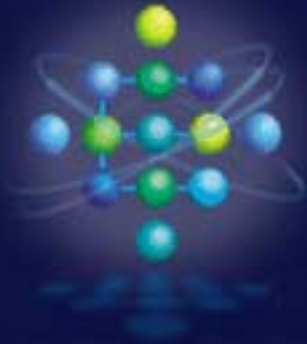
Migration Planning

Joy Crenshaw
Les Johnson



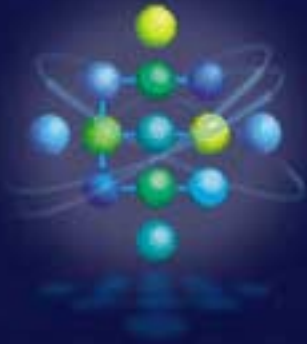
Agenda

- Ecometry Migration Status
- Migration Decisions
 - Understanding New Ecometry Architecture
- A Little Help from EMMA
 - Ecometry Migration Management Assistant
- Validation and Benchmarks
- Options and Costs
- Project Planning
- Sample Configurations
- Frequently Asked Questions
- Questions and Answers



Migration Status

- Ecometry Application Is Complete
 - Ecometry Running on HP/UX and Win2K
- Tools To Move Your Data Are Complete
 - Data Migration From Image to Oracle or SQL2K
- Ecometry Resources Are Available
- Partner Resources Are Available
 - Surround Code
 - Project Staffing
- Migrations Have Been Completed



Migration Decisions

- What Platforms Are Available?
- Which One Is Best For Me?
- What Are The Costs?
- When Should I Migrate?
- Who Can Help Me?
- Has Ecometry 'Changed'?



Multi Platform Ecometry



Win2K
SQL 2000

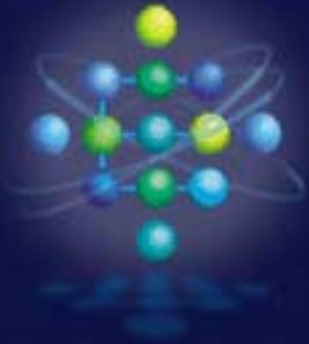


Win2K
Oracle



HP UX Server
Unix/Oracle

- Scalability for Extensive Growth (50 – 400,000 Orders/day)
- Built for OLTP Applications
- Maximum Price Performance
- ODBC Capabilities

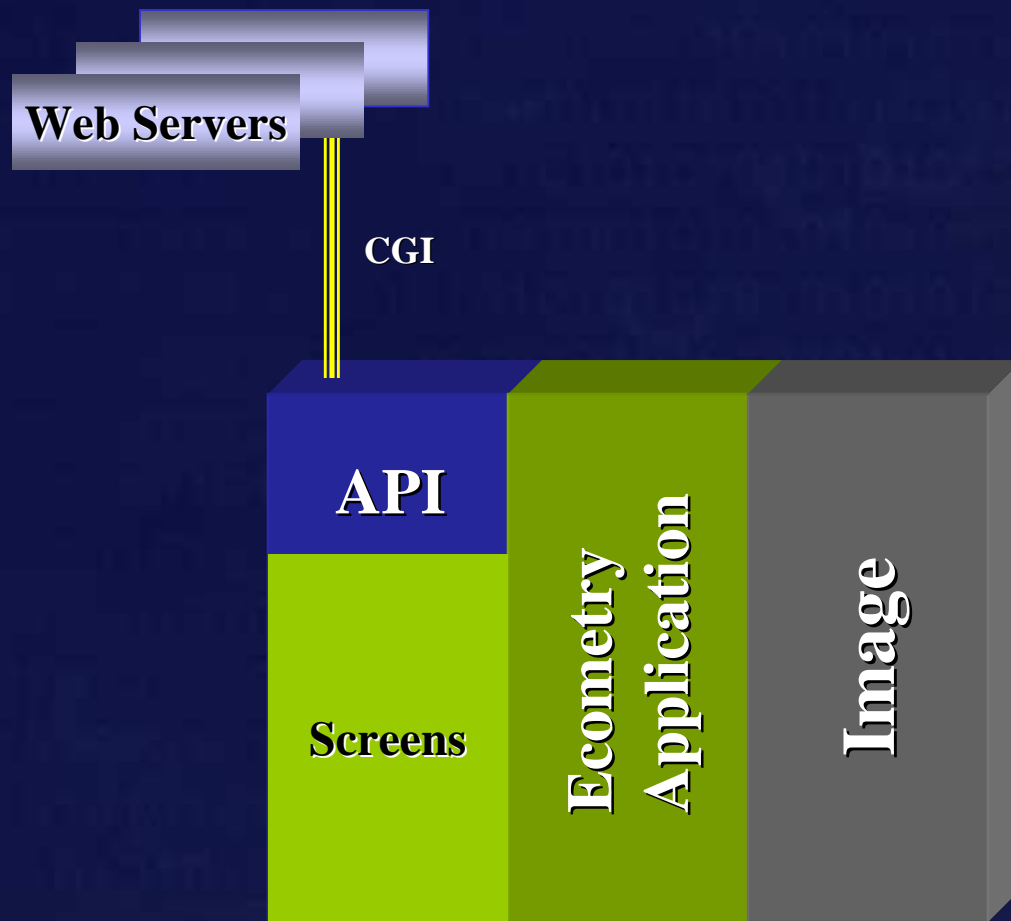


Original MACS on the HP3000



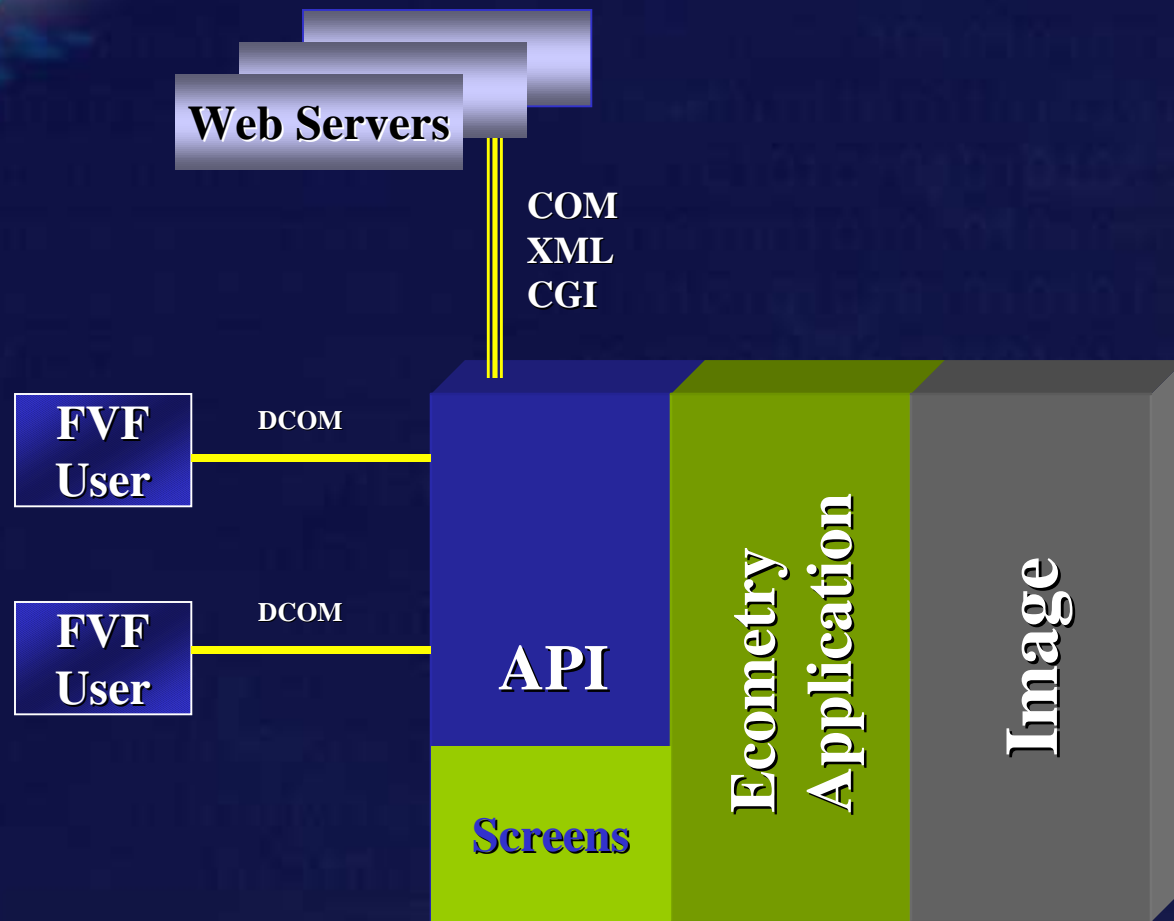


MACS with WebOrder





Ecometry on HP3000 Today





Design Architecture Change

Interface

COM

XML

CGI

FVF

Web
Services

Voice

Email

WAP

IVR

Application

Advertising

Content Mgmt

Campaign Mgmt

Merchandising

Online Shopping

Predictive Resp.

Gift Registry

Email Executive

Telemarketing

Order Mgmt

Order Process

Inventory Mgmt

Virtual Whsing

Shipping

Returns

Accounting

Data

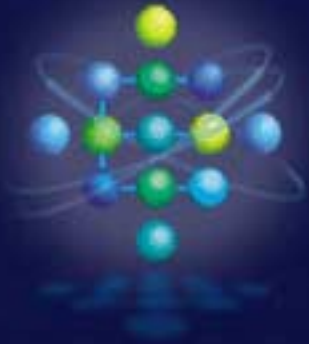
Ecometry
Commerce Engine

Ecometry
Marketing Engine

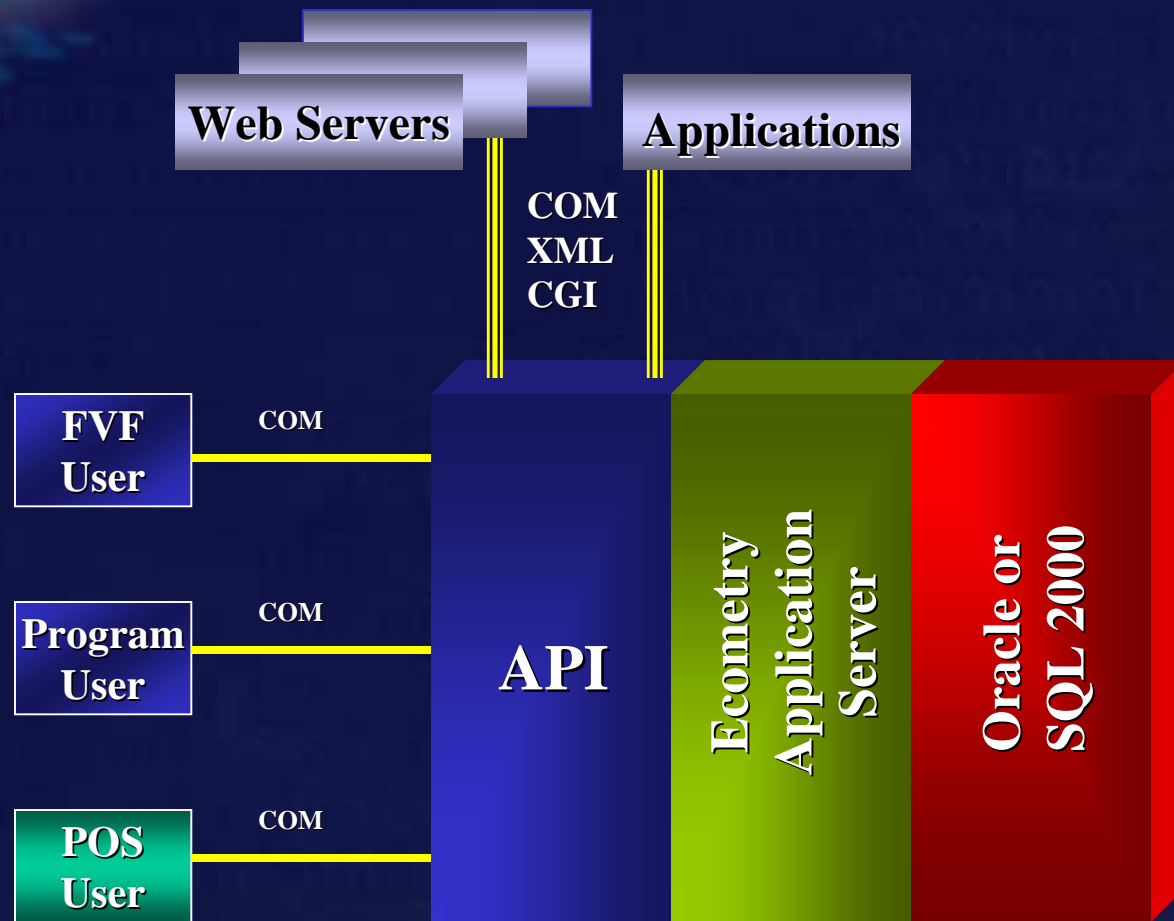
Ecometry
Shopping Engine

Technology

Ecometry™

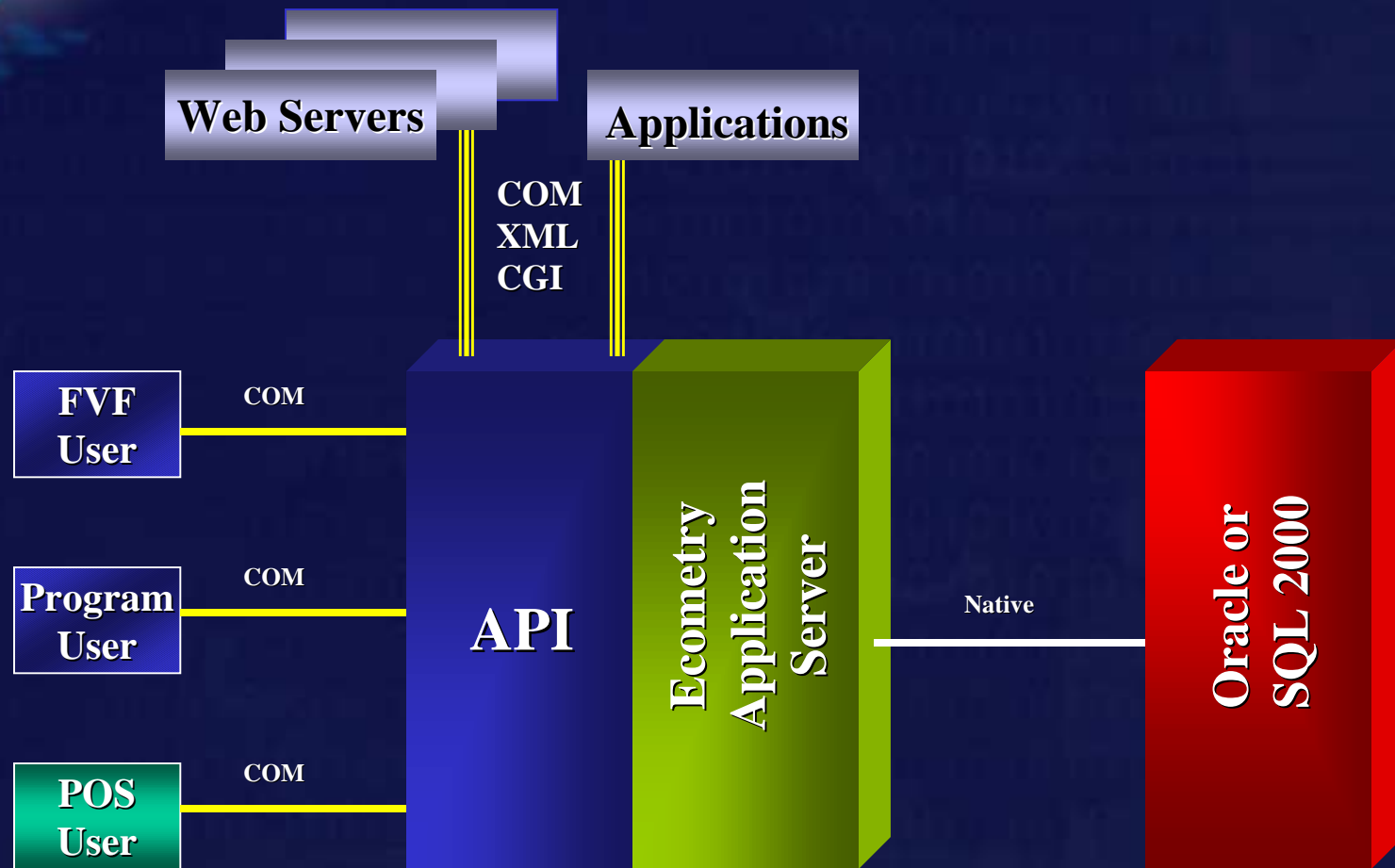


Ecometry on HP/UX or Win2K



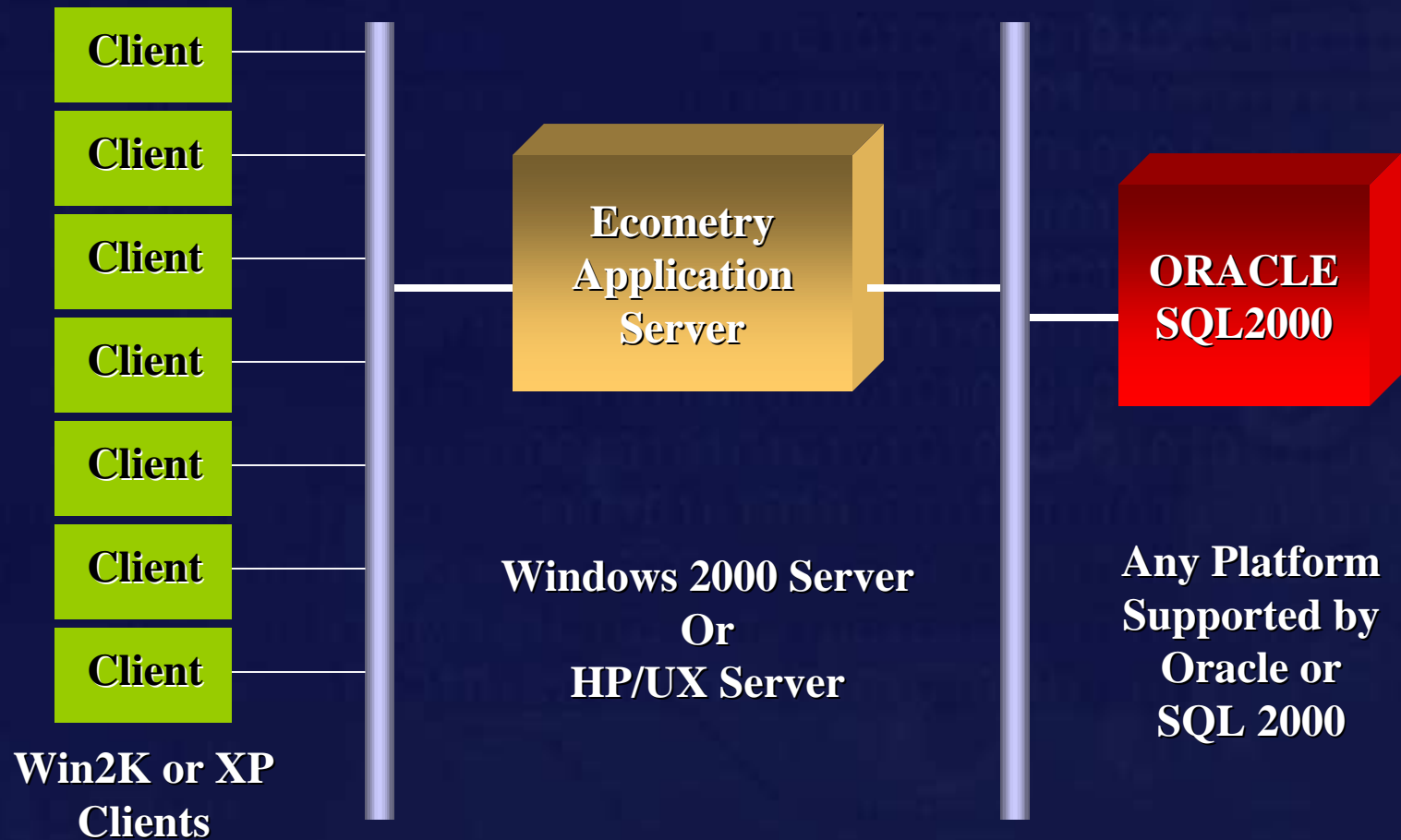


Ecometry Unix or Win2K



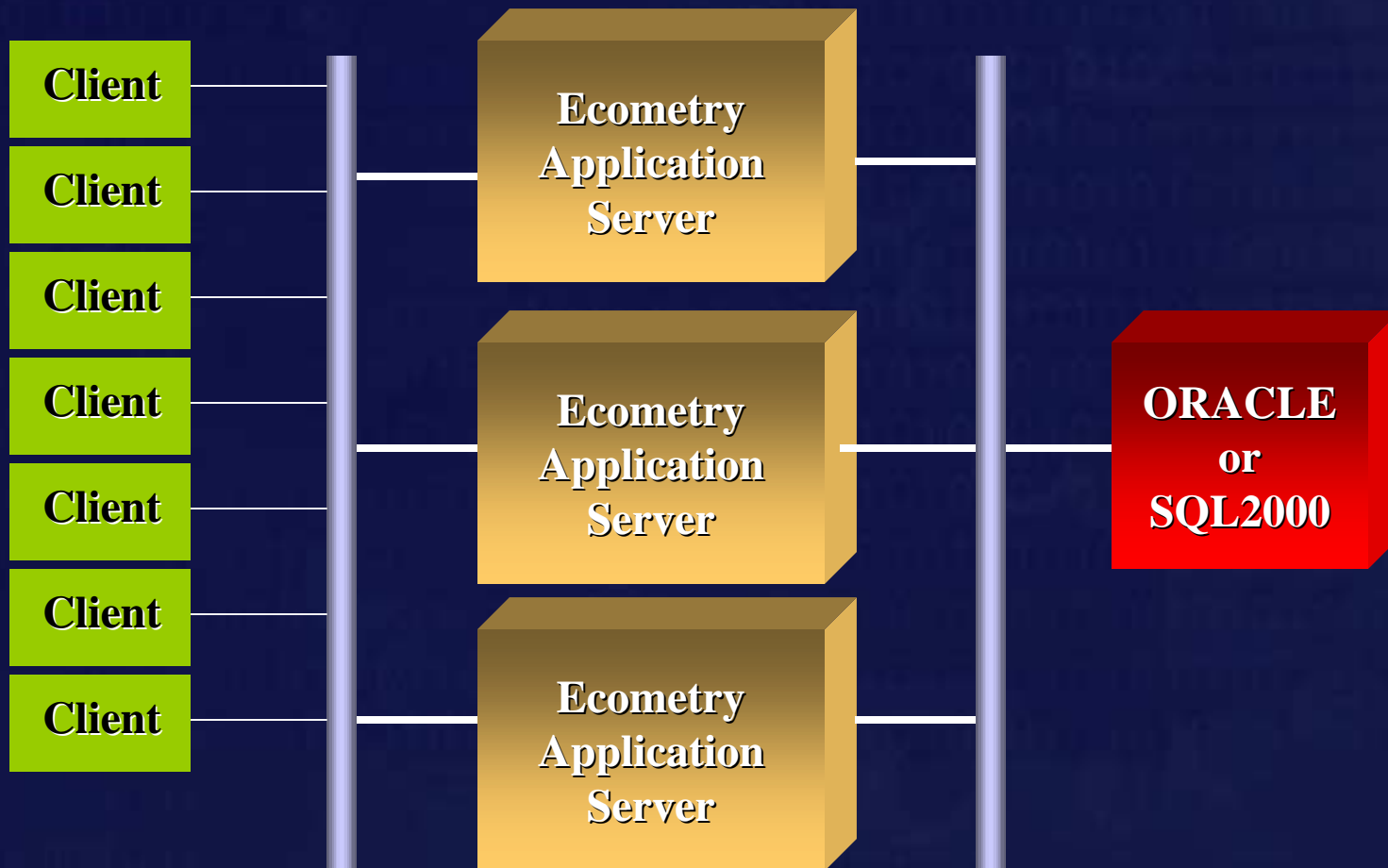


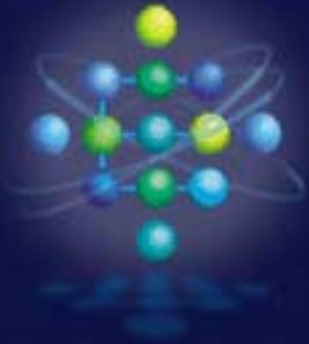
Ecometry Configuration



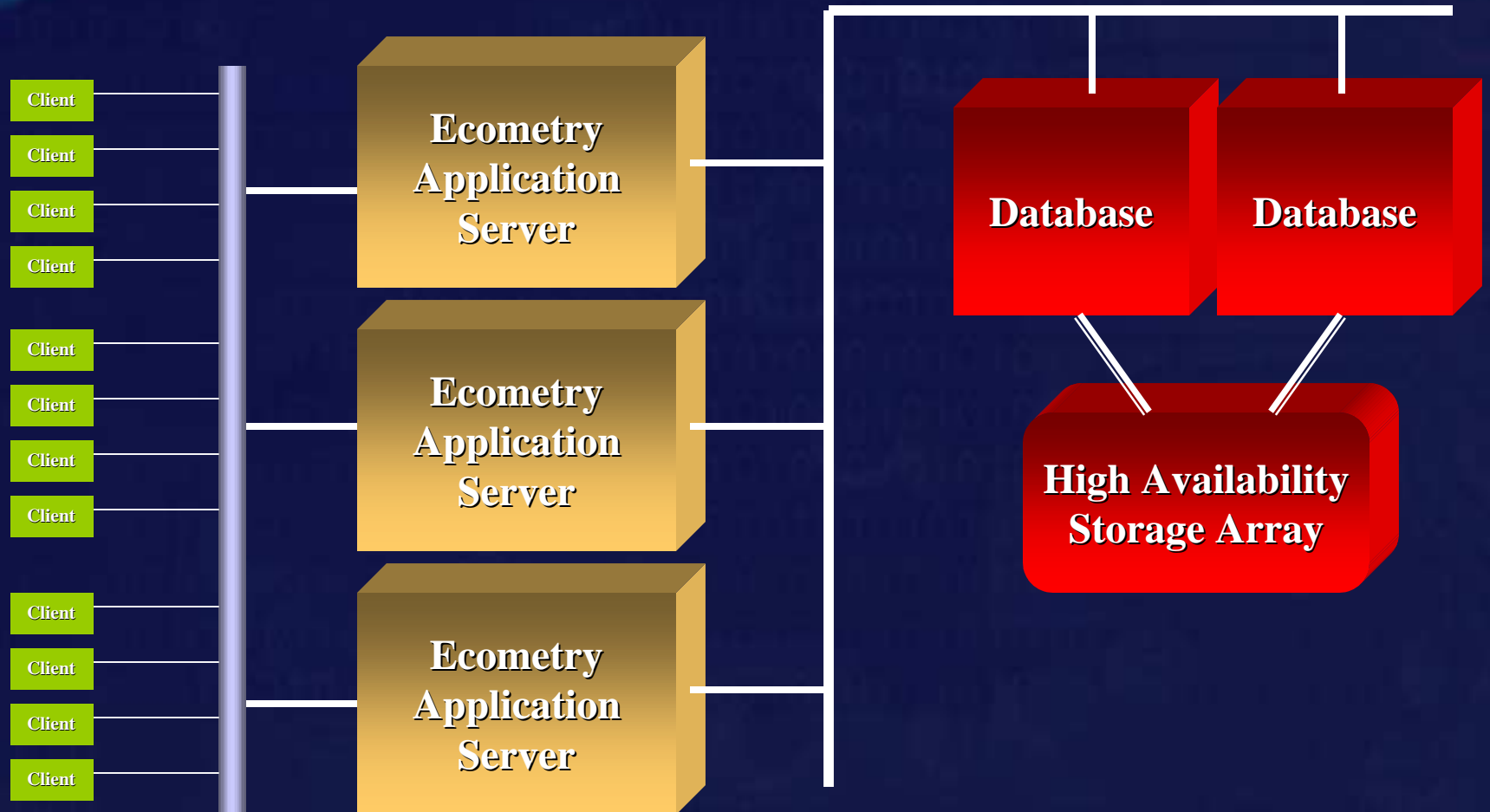


Scalable Architecture





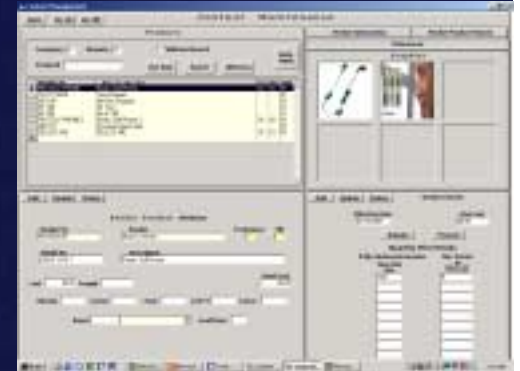
High Availability Ecometry





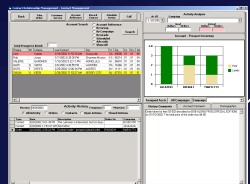
FVF – More than a pretty new face

- Full View Functionality
- Increased Productivity
- Removes UI code from order engine
- Allows for an expanded enterprise architecture
- Simplifies Ecometry user licensing
- Simplifies many future modifications

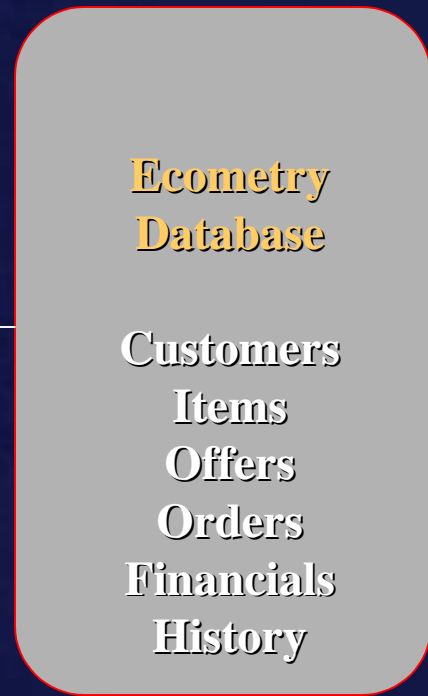
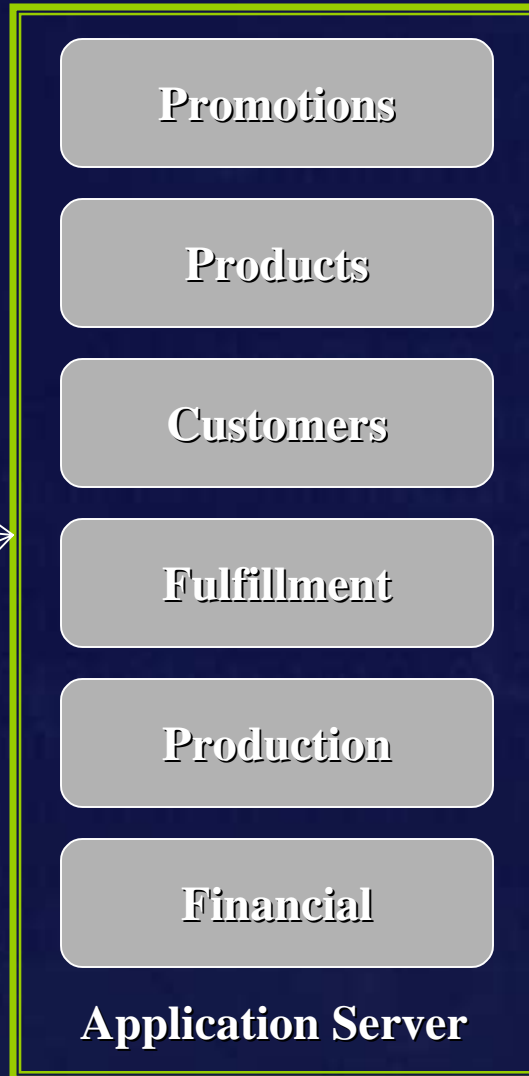




Ecometry

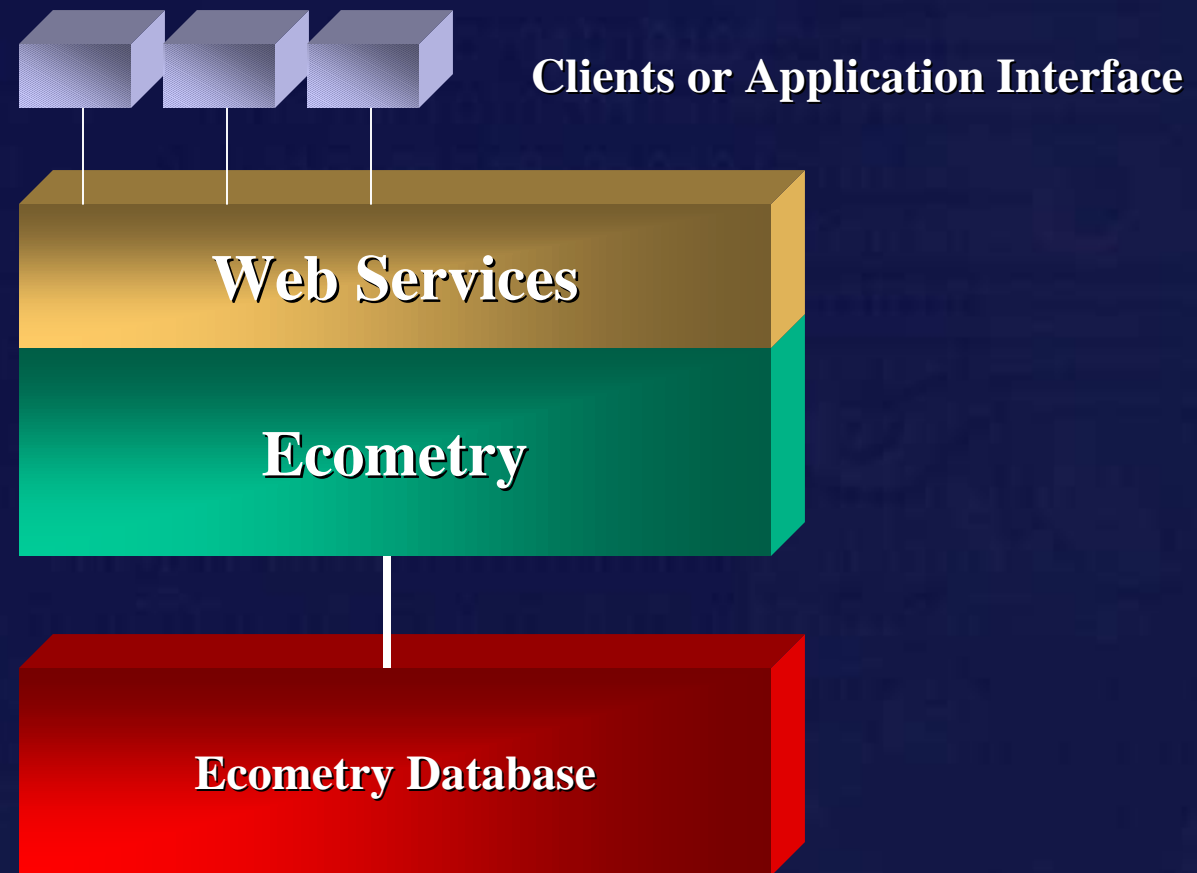


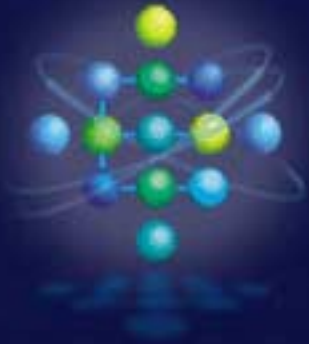
Role Based GUI



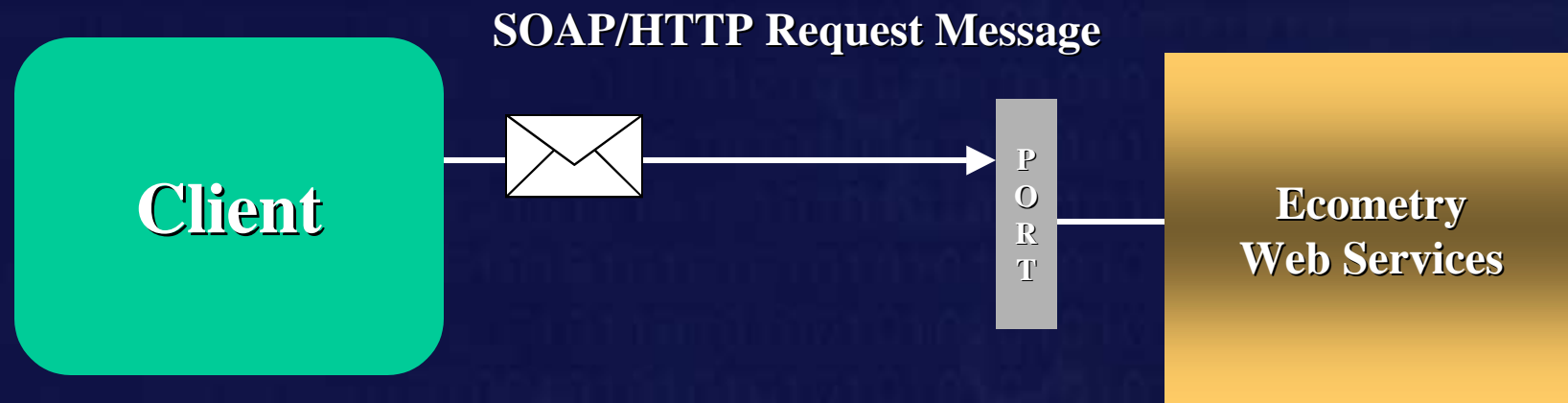


Web Services Architecture



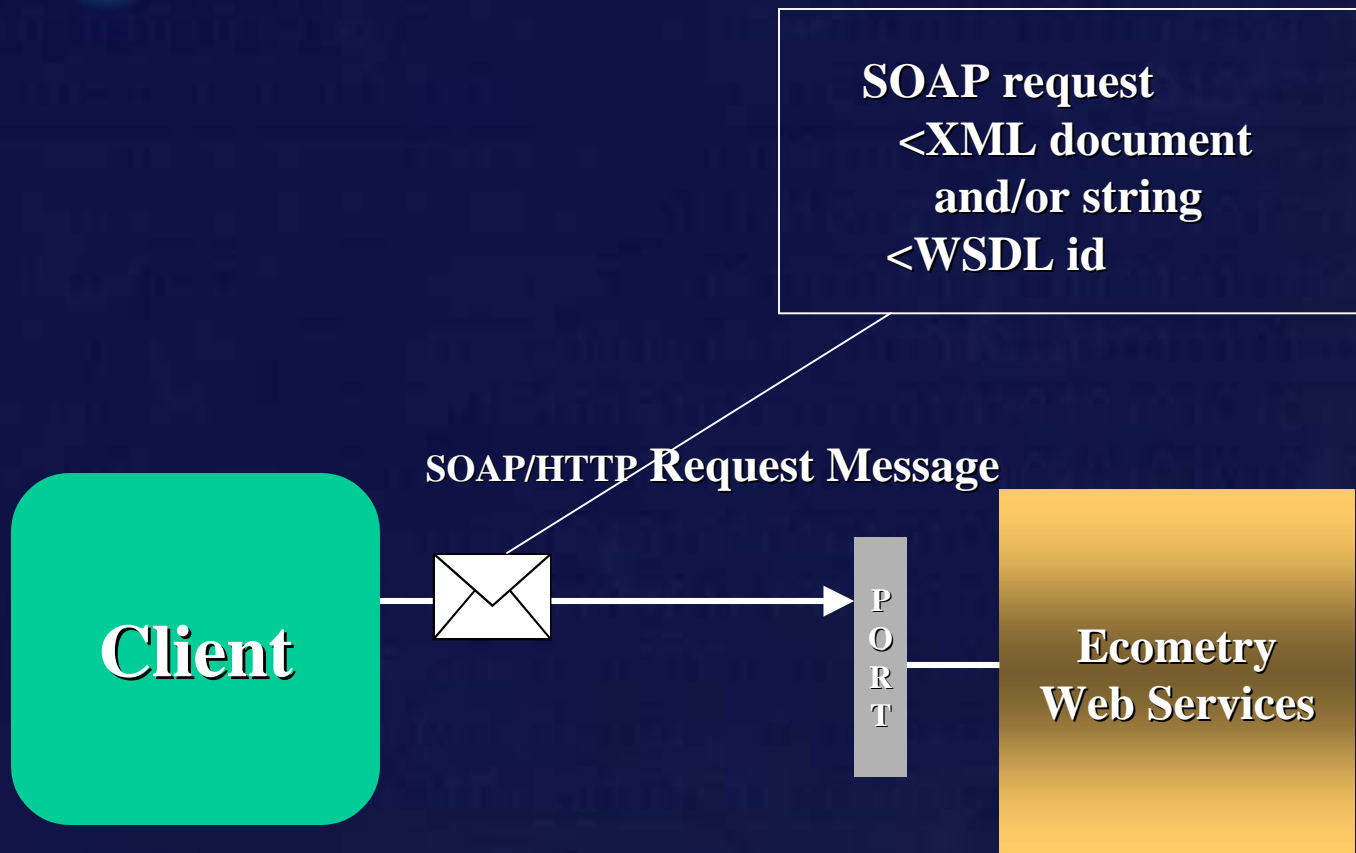


Ecometry Web Services



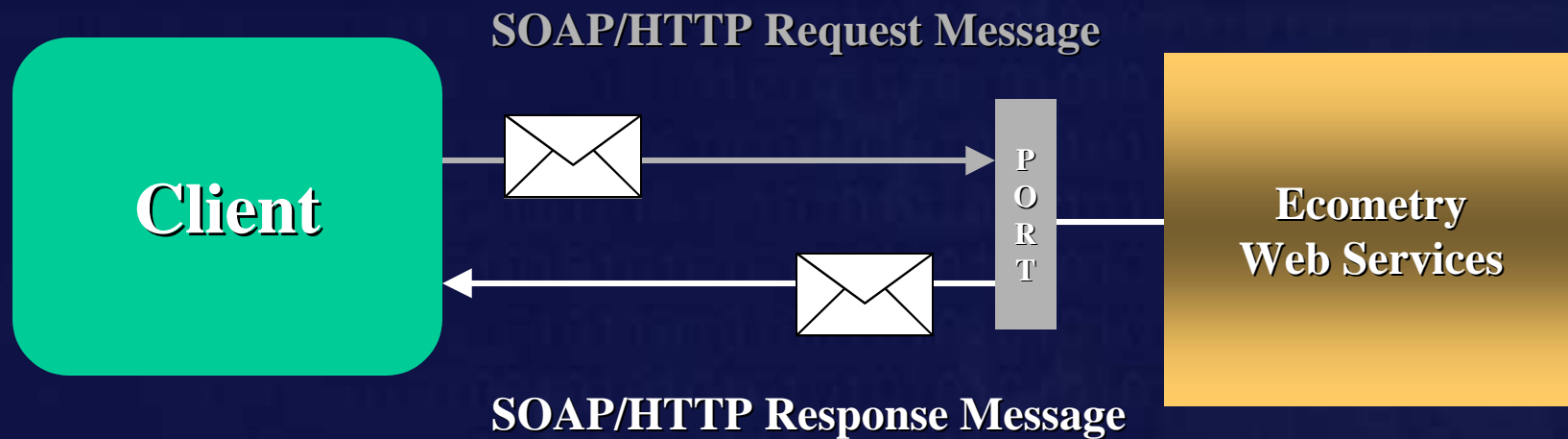


Ecometry Web Services



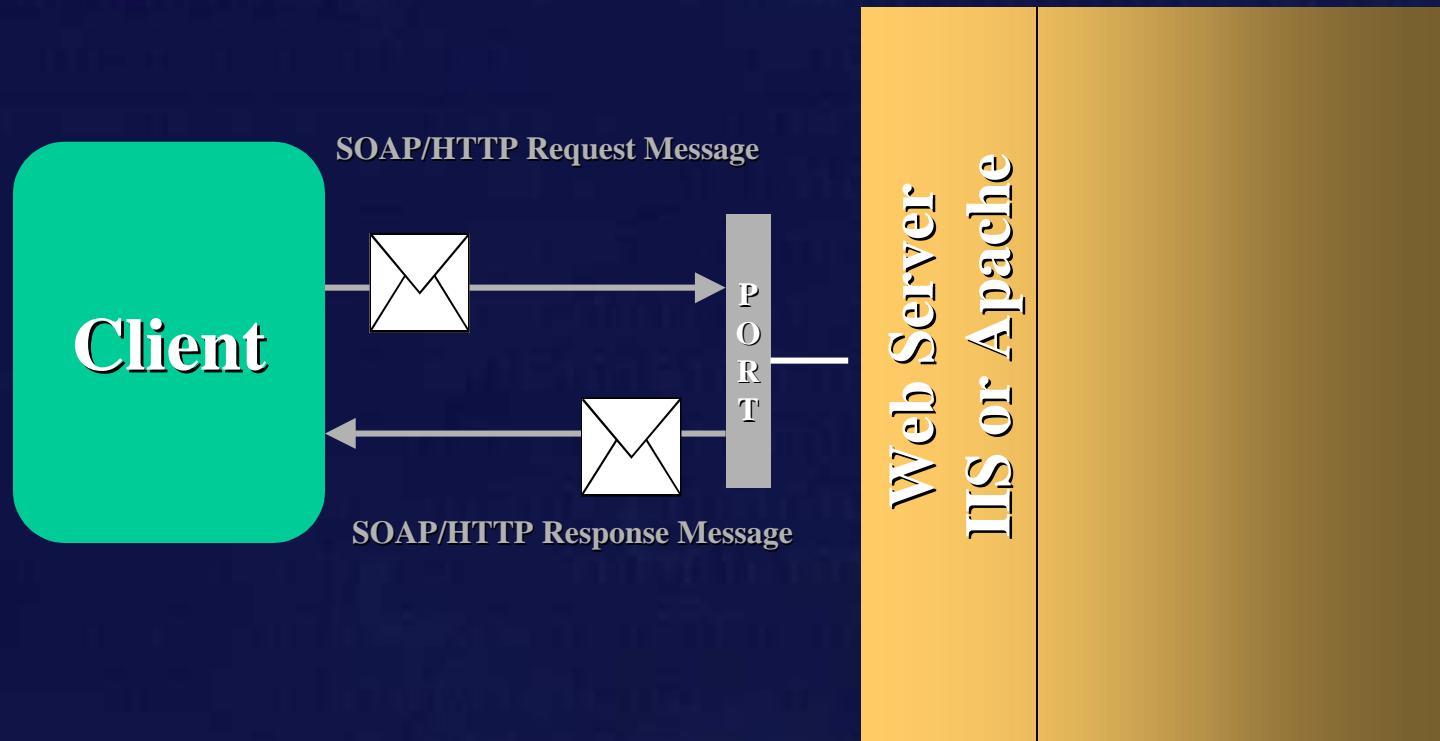


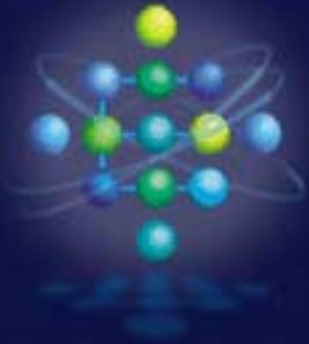
Ecometry Web Services



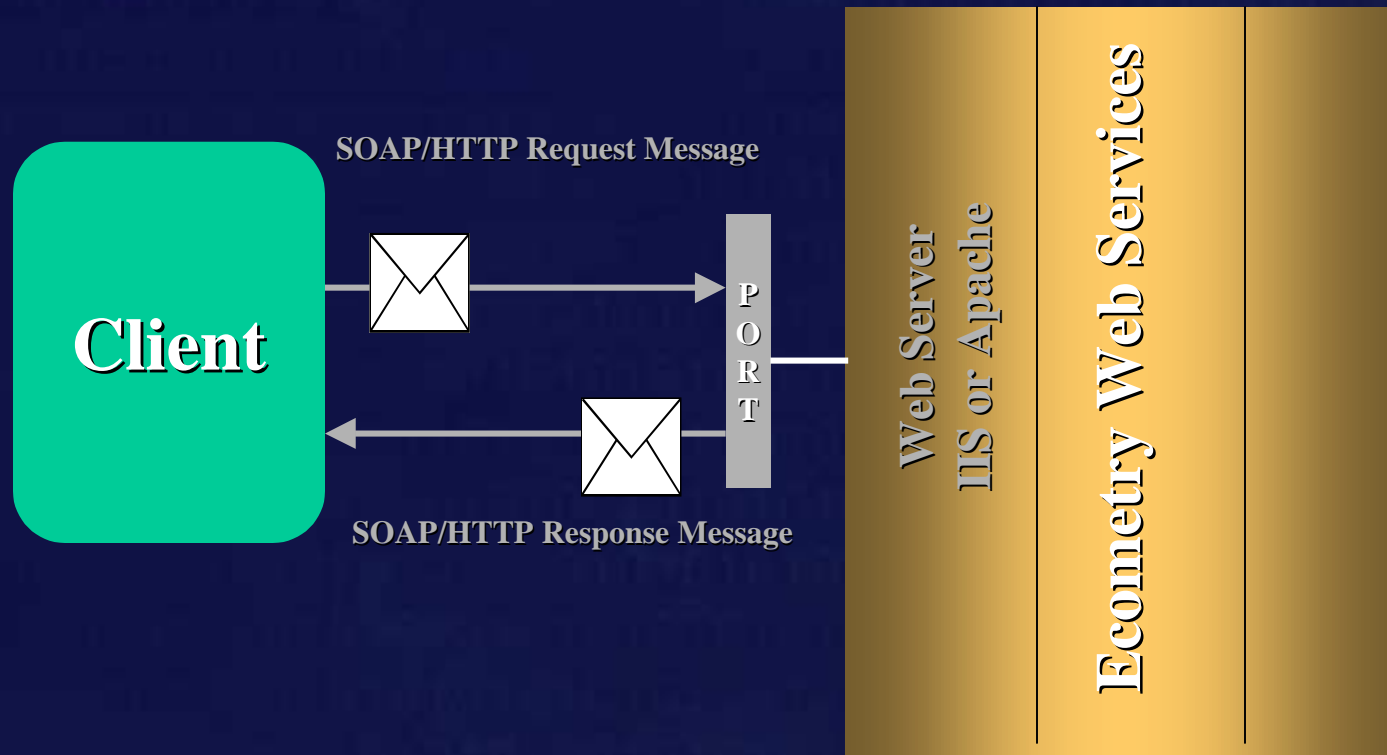


Ecometry Web Services



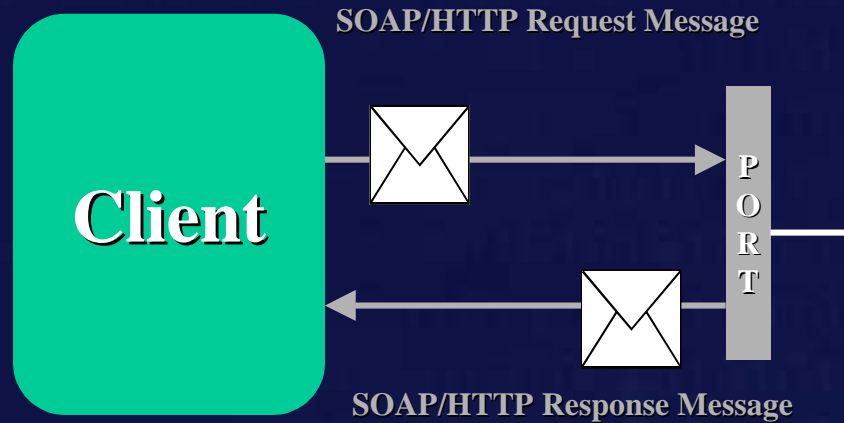


Ecometry Web Services





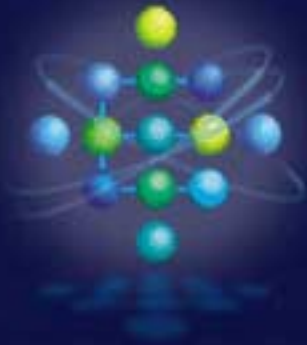
Ecometry Web Services



Web Server
IIS or Apache

Ecometry Web Services

Ecometry
Business
Transactions



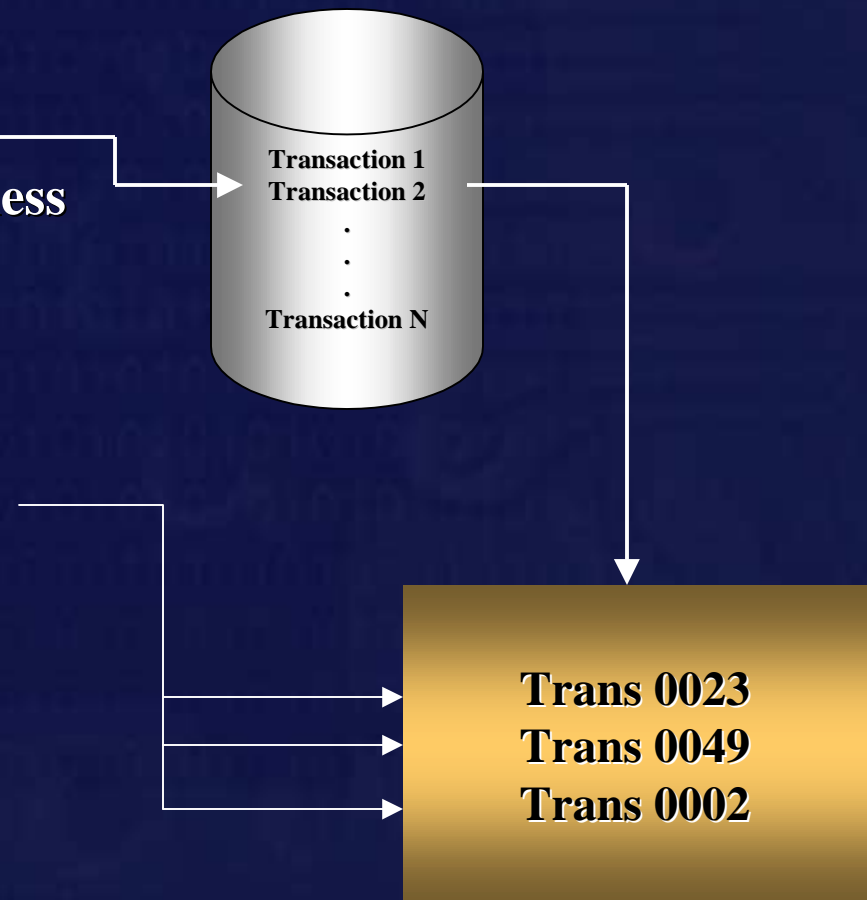
Ecometry Web Services

- **Ecometry Web Service**

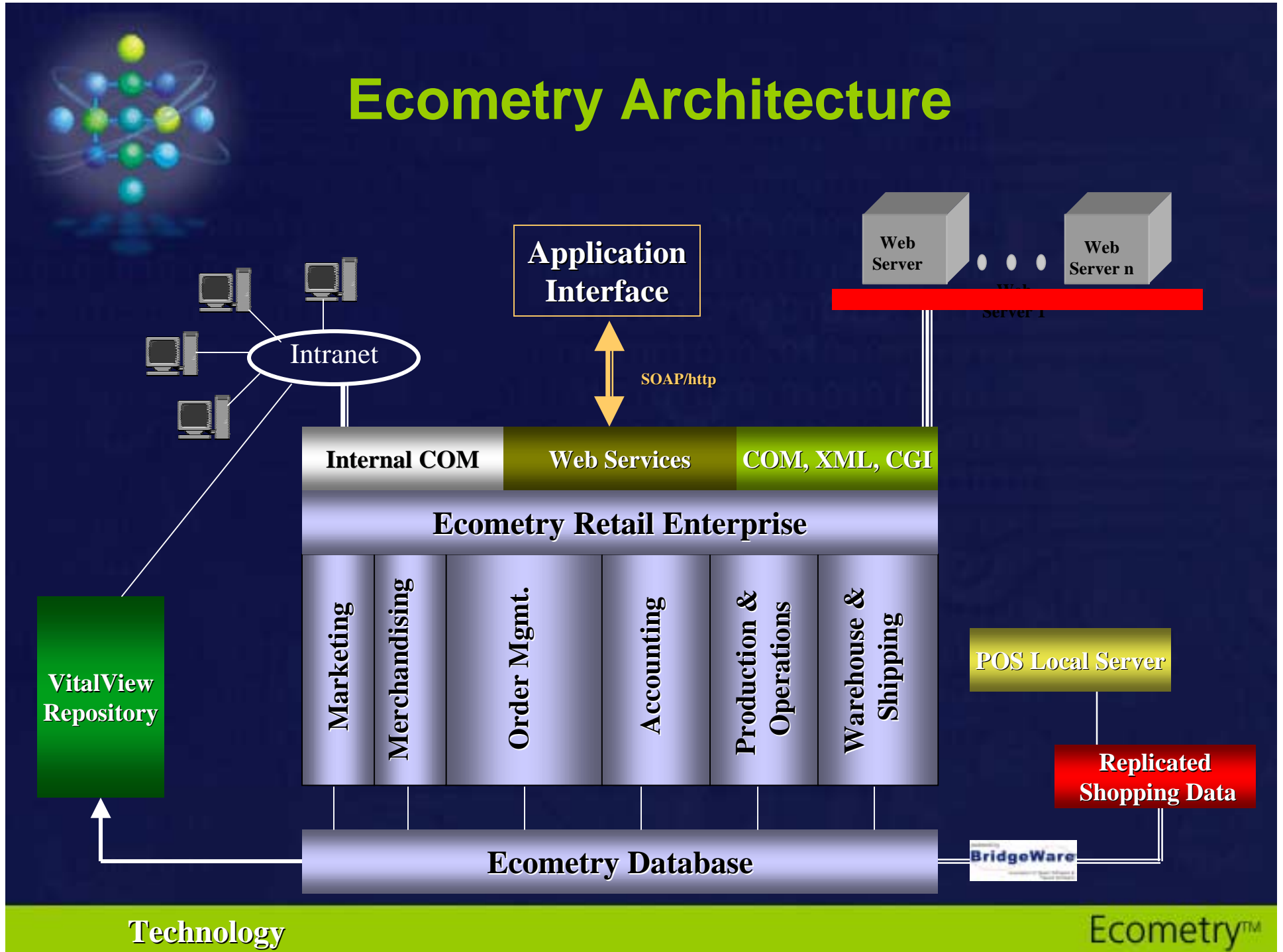
- **Translates high level transaction**
- **Invokes pipeline of Ecometry Business Transactions**

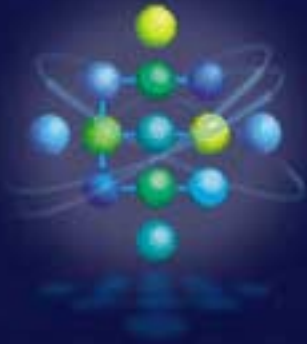
- **EBT (Ecometry Business Transaction)**

- **Processes discreet business logic**
- **Generates return XML document**



Ecometry Architecture





Ecometry Migration Options

- **Option 1**
 - Learn and Test
- **Option 2**
 - Learn, Test and Go-Live
 - Data Migrated at Ecometry
- **Option 3**
 - Learn, Test and Go-Live
 - Data Migrated at Your Site



Migration Option 1

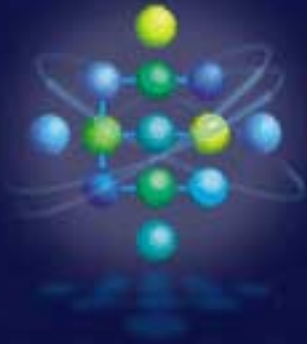
- Includes:
 - Migration Toolkit and Support
 - One Week of On-Site Install/Support
 - Install BridgeWare Software
 - Create New Environment
 - Copy Production to Test on HP3000
 - Run Migration and Validate Data
 - Benchmark to provide time estimates
 - Identify Potential Data Issues
 - Run Ecometry reports to validate data
 - Train You so that You can perform Your Go-Live



Migration Option 2

Migration Toolkit and Support & 3 weeks on-site

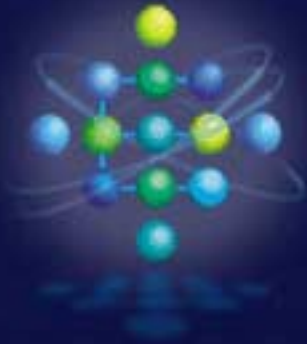
- First Two Weeks Includes:
 - Install BridgeWare & Quest logging
 - Create new Ecometry Environment on Target
 - Backup Production Data and send to Ecometry
 - Data returned for test account
 - Enable logging on MPE/ix system
 - Run initial migration to new platform
 - Run Migration and Validate Data
 - Run Ecometry reports to validate data
 - Run incremental migration & validate data
- Third Week: Installer With You for Go-Live



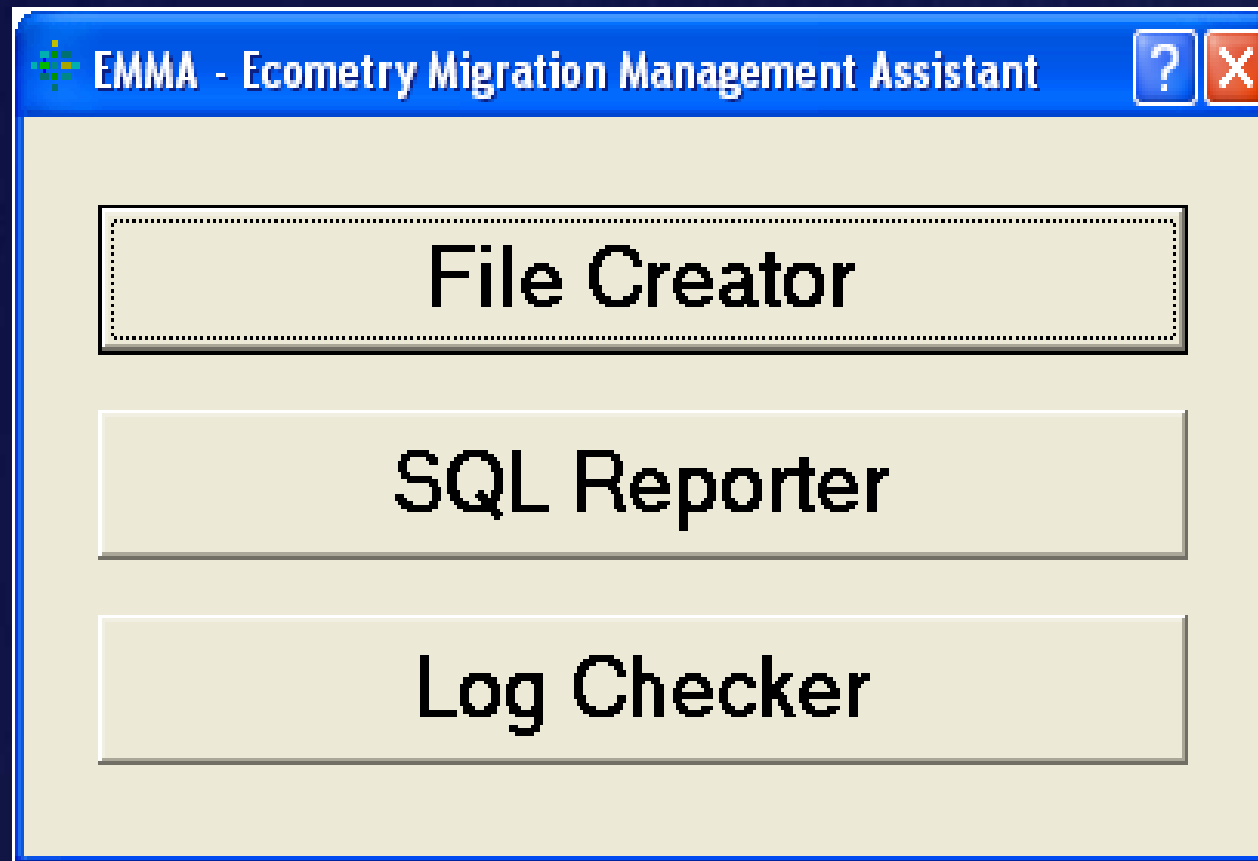
Migration Option 3

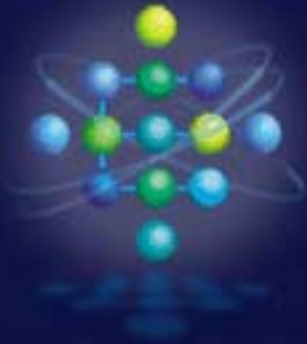
Migration Toolkit and Support & 3 weeks on-site

- First Two Weeks Includes:
 - Install BridgeWare & Quest logging
 - Create new Ecometry Environment on Target
 - Copy Production to Test on your system
 - Enable logging on MPE/ix system
 - Run initial migration to new platform
 - Run Migration and Validate Data
 - Run Ecometry reports to validate data
 - Run incremental migration & validate data
- Third Week: Installer With You for Go-Live



Migration Assistant





Migration Assistant

EMMA File Creator v2.8

Program

Select A Procedure
 Initial Incremental

Select A Version
 5.3 5.4

Select A Target Platform
 Unix Windows

Select A Database Platform
 Oracle SQL Server

MPE hostname or IP address:

MPE account name:

Target hostname or IP address:

Target account name:

Choose a migration name:

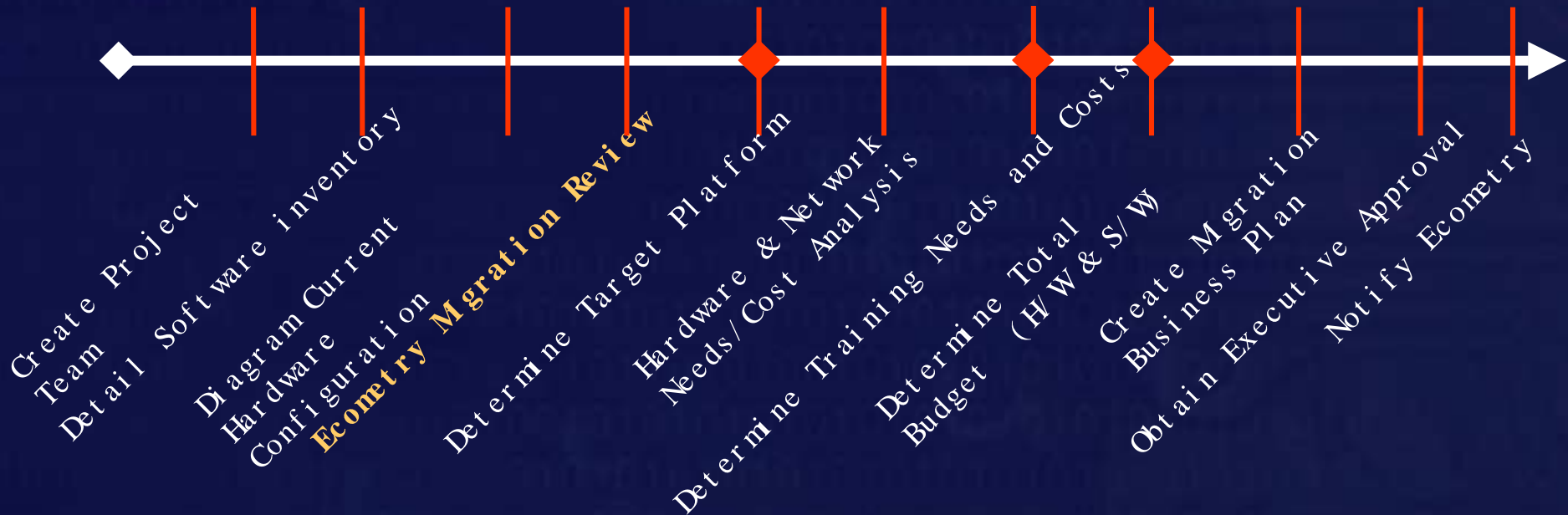
Oracle Home:

Taurus Install Path:

Create Files



PHASE I - SCOPE ANALYSIS



MIGRATION MILESTONES

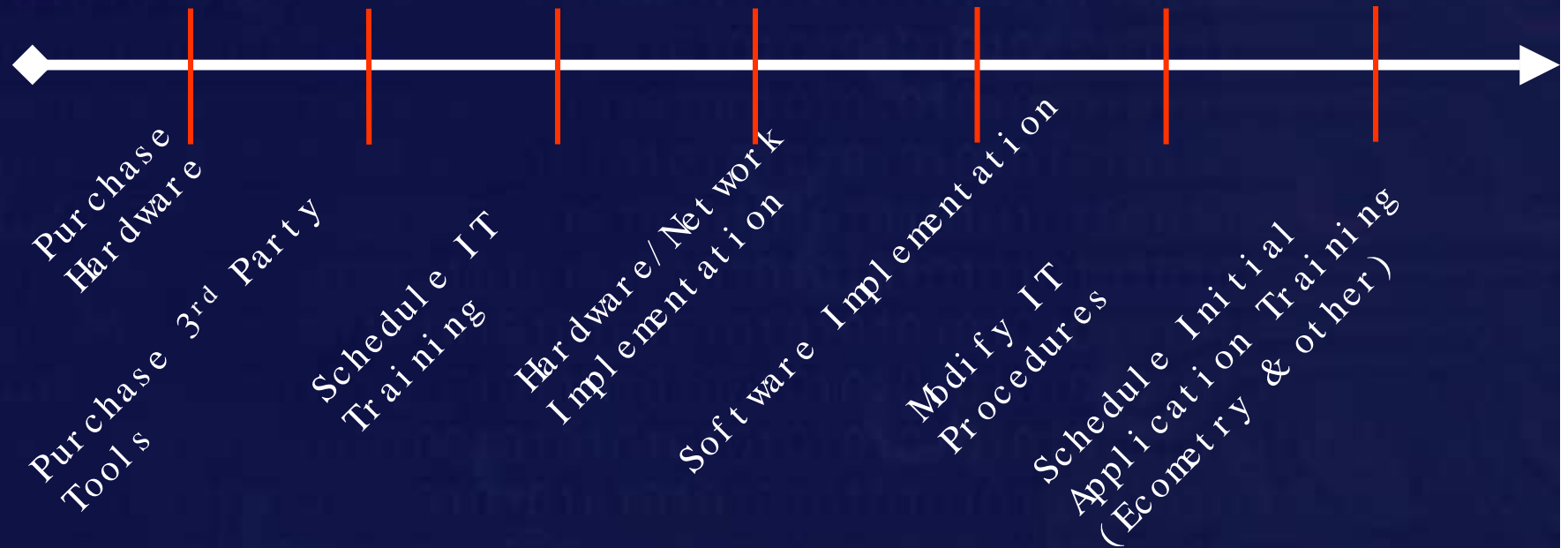
CLIENT

ECOMETRY

DECISIONS



PHASE II - H/W & S/W Implementation



MIGRATION MILESTONES

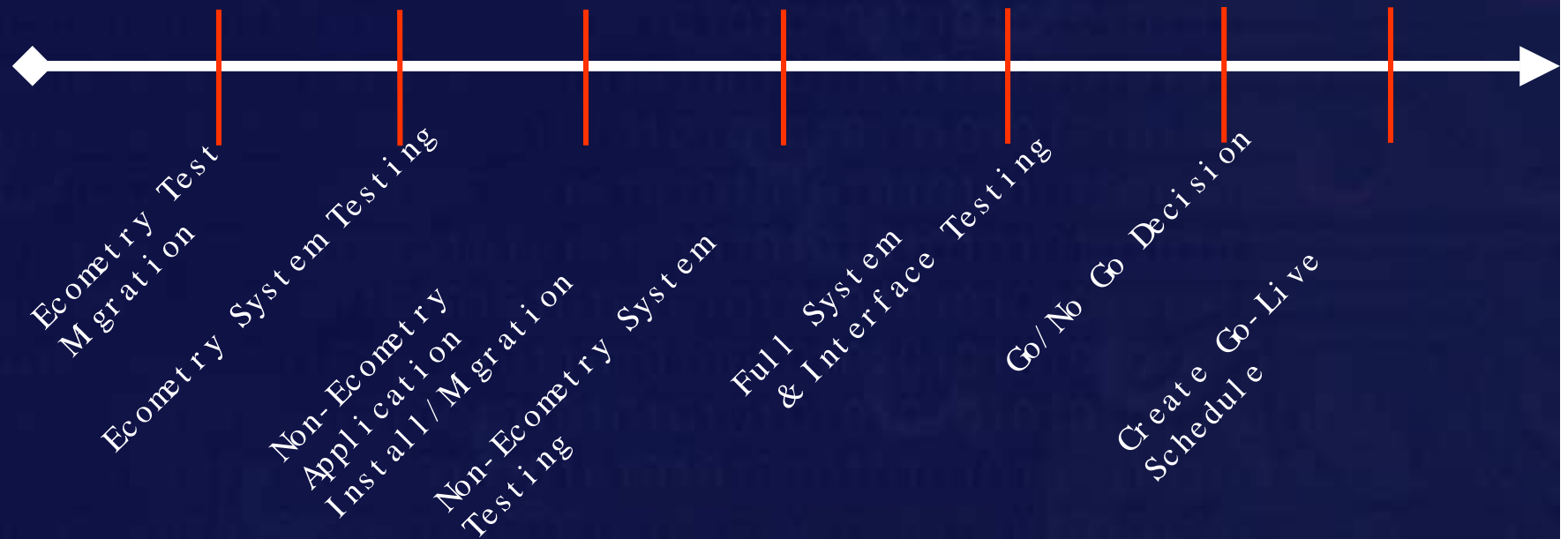
CLIENT

ECOMETRY

DECISIONS



PHASE III - Test Migration & System Testing



MIGRATION MILESTONES

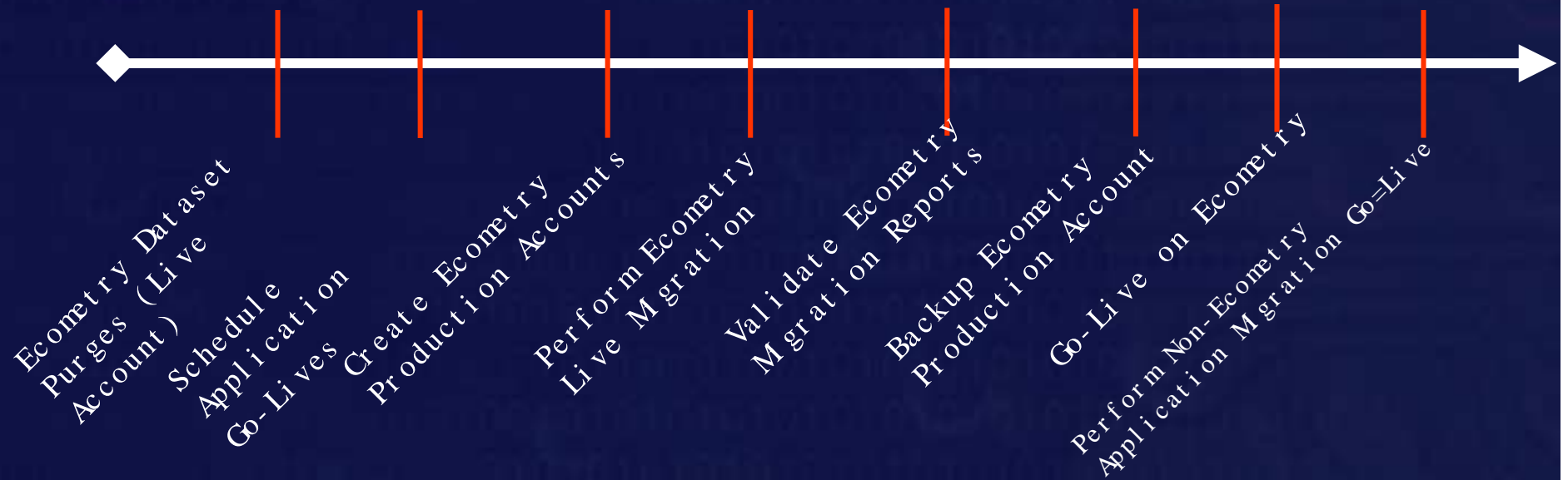
CLIENT

ECOMETRY

DECISIONS



PHASE IV - Go-Live



MIGRATION MILESTONES

CLIENT

ECOMETRY

DECISIONS



Migration Toolkit Costs

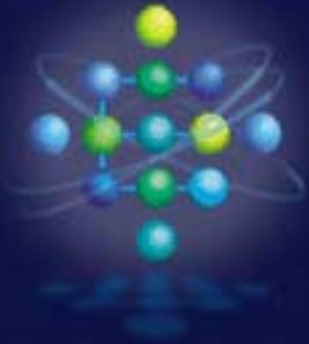
- Source MPE/iX System determines pricing tier
- **Micro** — 917LX, 918, 928, 937LX/RX/SX, 957LX/RX/SX, 967RX/SX
A400-100-110-150
- **Workgroup** — 929KS/020, 929KS/030, 939KS, 939KS/020, 968, 977SX,
978, 980/100, A500-100-140, A500-200-200
- **Midrange** — 969KS/100, 969/120, 969KS/200, 979KS/100/200/300,
980/100/200/300/400, 987/150/200 RX/SX, 988, 989KS/100, 997/300/400,
N4000-100-220, N4000-100-380
- **Enterprise** — 969KS/420, 979KS/400, 989KS/150/200/250/350/450/650,
997/300/400/800, N4000-100-440, N4000-200-440



Migration Toolkit Cost (Micro)

	3 months	6 months	9 months
Option 1	\$19,320	\$24,504	\$28,824
Option 2	\$44,536	\$49,850	\$54,728
Option 3	\$34,536	\$39,855	\$44,278

?T & E cost not included
?Additional months \$2,663 plus T&E



Migration Toolkit Cost (Workgroup)

	3 months	6 months	9 months
Option 1	\$26,520	\$36,024	\$43,944
Option 2	\$52,096	\$61,946	\$70,154
Option 3	\$42,096	\$51,951	\$60,154

?T & E cost not included
?Additional months \$5,435 plus T&E



Migration Toolkit Cost (Midrange)

	3 months	6 months	9 months
Option 1	\$30,000	\$53,304	\$66,624
Option 2	\$56,575	\$80,090	\$93,968
Option 3	\$46,575	\$70,095	\$83,968

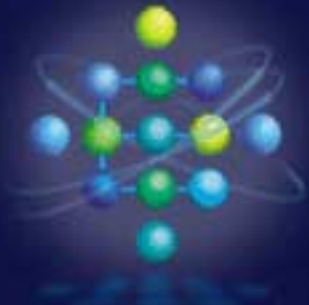
?T & E cost not included
?Additional months \$9,593 plus T&E



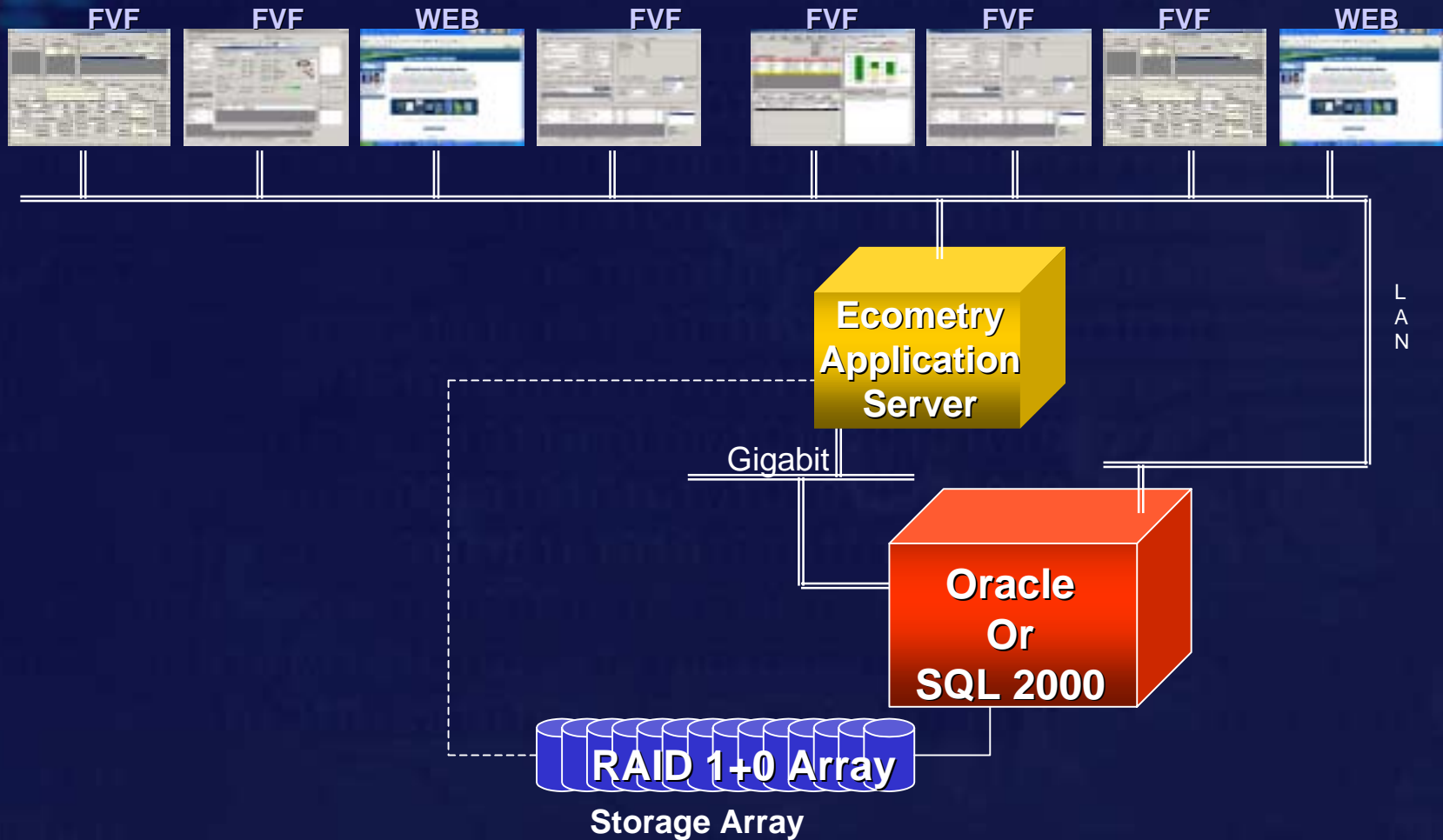
Migration Toolkit Cost (Enterprise)

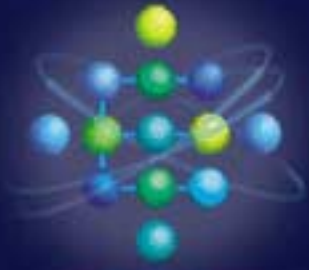
	3 months	6 months	9 months
Option 1	\$35,000	\$64,824	\$81,744
Option 2	\$61,000	\$92,186	\$109,844
Option 3	\$51,000	\$82,191	\$99,844

?T & E cost not included
?Additional months \$12,365 plus T&E

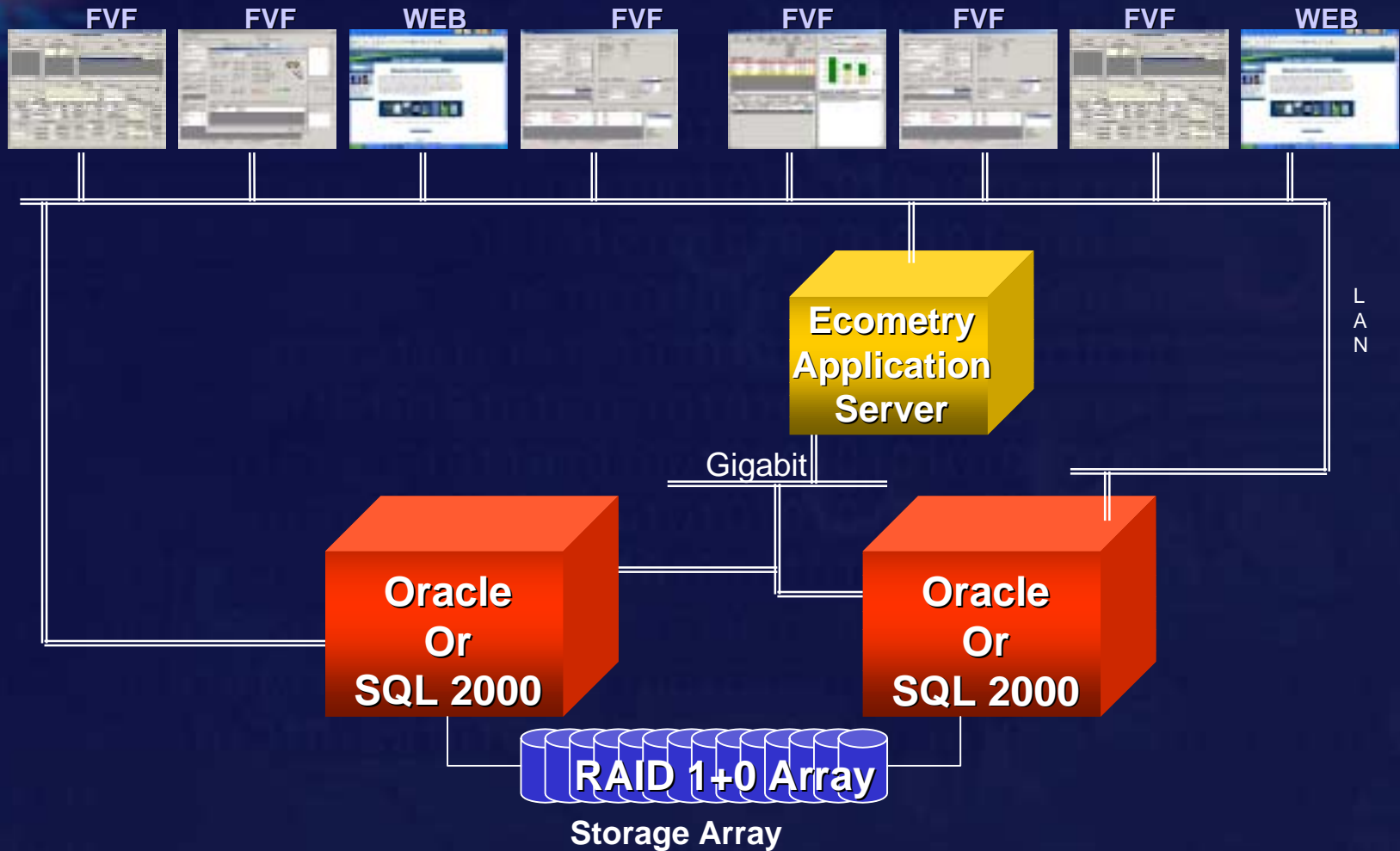


Basic Ecometry Configuration



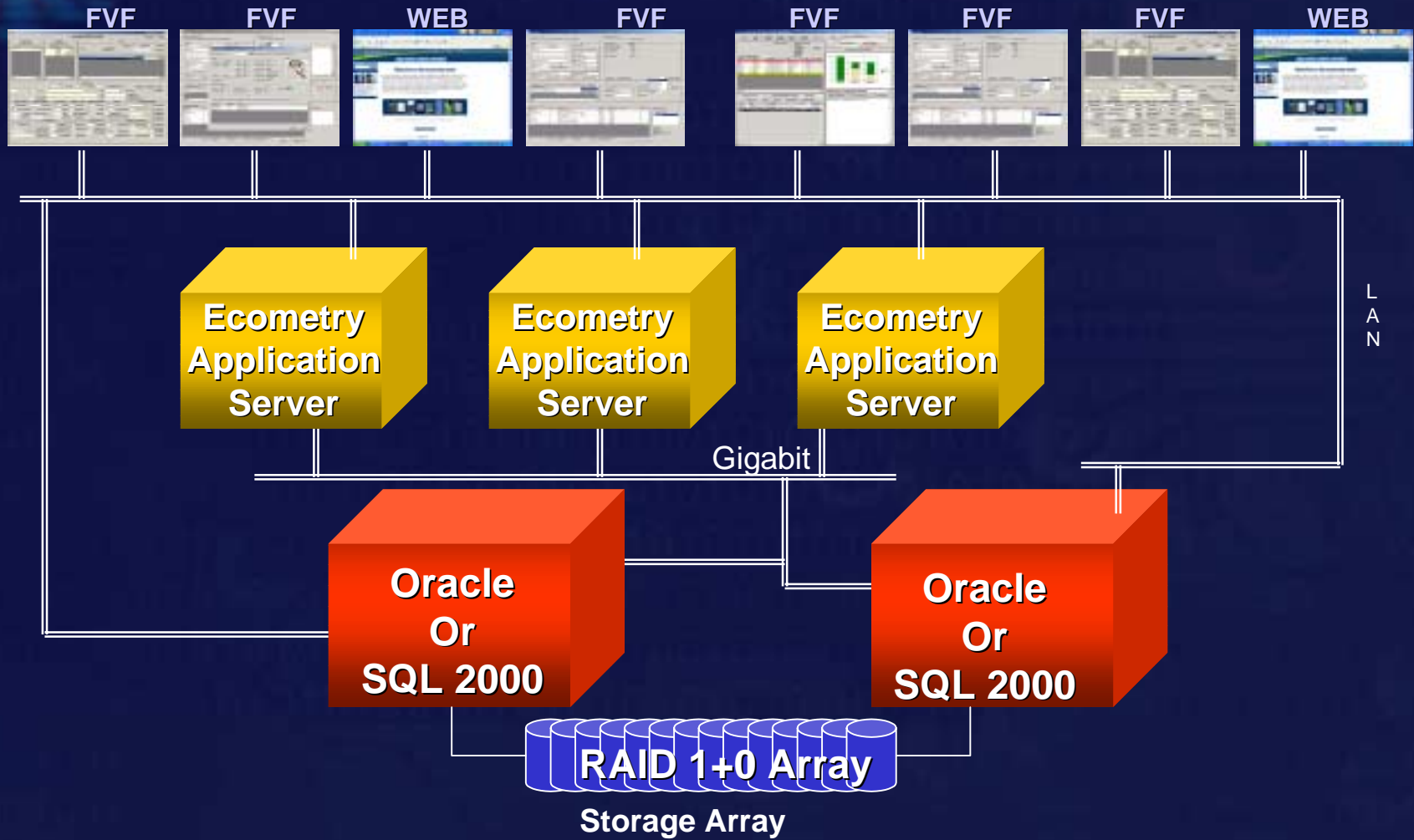


Database Availability





Scalability





Thank You