

# Axway Community Management

**A new way to manage your global business interactions**



For years, social networks have been spurring growth, fostering member-to-member interaction and simplifying community management by continuously evolving how they attract members, provision technical connections, and enforce agreed-upon rules of engagement. Built on Force.com and delivered securely in the cloud, Axway Community Management (ACM) is a subscription-based service that introduces this level of innovation to business interaction networks.

ACM extends traditional on-premise infrastructures and hub-and-spoke models with support for a new, cloud-based paradigm for community management and collaboration. By providing everything you need to design, automate, and monitor community management workflows in a hybrid cloud/on-premise environment, ACM closes the gap between business relationship management and technical connectivity, so partners can quickly join and begin interacting with your trading community in a whole new way.

## Key Features & Benefits

**Innovative platform for building and managing your community**  
Connect, secure and enable collaboration and communications in a massively scalable, highly flexible cloud environment.

- Improve and extend your on-premise infrastructure while paving the way to networked collaboration and interaction in the cloud. ACM is the only community management solution built on Force.com (from salesforce.com) – one of the most robust, secure, and proven cloud platforms available today.
- Extend value beyond simple B2B trading relationship management: configure exactly what type of information you want to gather and maintain about your community, and federate that information across relevant on-premise systems.
- Provide a unique combination of visibility, agility, security, technical capabilities, and cloud-based services to your organization and your entire trading community – including integration with Axway Managed File Transfer (MFT) and Axway B2B.
- Leverage Axway's technology-agnostic community management solution that supports any combination of on-premise and cloud-based systems, networks and gateways.
- Speed time-to-value with a low initial investment, no hardware or software to maintain, and elastic scalability.



**Key Features & Benefits****Simple, automated partner on-boarding and community management**

Reduce on-boarding time and expense by streamlining communications with partners, managing enrollment workflows and automating profile provisioning to backend systems.

- Design custom workflows for each campaign and monitor progress via intuitive visual dashboards.
- Use surveys, forms and questionnaires to assess readiness and technical capabilities, negotiate service terms and keep partner data fresh.
- Avoid time-consuming backtracks and re-approvals by ensuring requirements are met before moving to the next step in the workflow.
- Provide a differentiated experience that caters to each member and group in your trading community.

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**Core Functionality**

Axway Community Management complements Axway Managed File Transfer and B2B solutions with cloud-based community management features, closing the gap between business relationship management and technical connectivity to help you acquire customers faster and provide a differentiated experience for all partners in your trading community. ACM ensures connections are made efficiently so that users, systems and applications can quickly begin to interact, and ensures that required approval and validation processes are followed.

**Partner On-boarding**

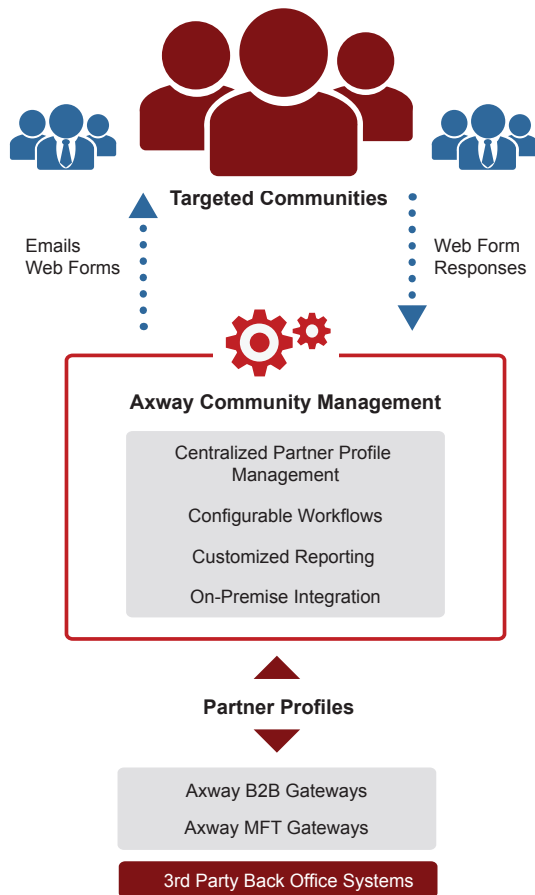
ACM makes it easy to customize and manage workflow for on-boarding and managing partner trading profile information through automated communications, approvals and provisioning. Once you have designed and configured your workflows, the rest is automatic. Simply press a button to start the workflow and begin sending out messages, collecting information and bringing your partners on board. A single email outreach can automate the on-boarding process for hundreds, or even thousands, of partners. For day-to-day activities, you can design your own standard enrollment process or processes; and as new partners ask to join, simply initiate the enrollment workflow that is appropriate for them. ACM takes care of the rest.

- Use an intuitive web-based interface to design and manage on-boarding workflow from a single place.
- Easily create a Target List by importing data from other sources or choosing from existing communities defined in ACM.
- Create customized, branded email templates that can be saved and modified for multiple outreaches.
- Create custom forms to collect information from your partners and keep profiles and metadata fresh.

You receive real-time information at every stage in the workflow process, including how many partners have responded, how many need help and how many have successfully completed the process.



## Axway Community Management



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### Centralized Profile Management

Management of partner profile data is always a challenge, because this type of information is difficult to gather and to keep up to date. ACM's trading partner profile master data management system enables you to:

- Organize your community into logical groups based on role or location, and reuse information in other parts of the business;
- Configure precisely which information you want to gather;
- Customize your partner profiles to meet business needs across the organization;
- Keep partner profile data up-to-date by running automated data-refresh outreaches, allowing partners to update their contact and communication information including technical preferences, capabilities and more.

You can also federate partner profile data out to other relevant systems, ensuring that back-office systems contain relevant, up-to-date information about your community members.



The screenshot displays the Axway user interface for Joel Kutner. The top navigation bar includes links for Home, Communities, Organizations, Persons, Campaign Projects, Campaign Responses, Target Lists, Web Forms, Reports, Dashboards, and Documents. The user's name and a 'Discover Summer '11' badge are visible in the top right.

The main dashboard area is titled 'Joel Kutner at Axway' and includes a 'Messages and Alerts' section with a welcome message. Below this is a 'Create New...' button and a 'Recent Items' list containing various WinZip Compliance and CR items.

The central dashboard features three charts:

- Member Directory Metrics:** A table showing 8 Communities, 7 Organizations, and 18 Persons.
- HIE Onboarding Campaign Progress:** A gauge chart showing a record count of 13 out of a total of 21.
- Campaign Responses - Overall:** A funnel chart showing the distribution of responses by status: 2 (01 - Email 1 Queued), 4 (01S - Email 1 Sent, Awaiting Form 1), 1 (02R - Form 1 Rejected), and 6 (02Z - Campaign complete).

## Integration

ACM integrates with multiple Axway gateways, as well as with third-party solutions such as SAP. Axway gateways include:

- Axway Interchange and Axway B2Bi – high performance B2B gateways ideal for organizations that need to create and manage sophisticated B2B communities of hundreds of business partners and multiple business units across distributed geographic locations.
- Axway SecureTransport – a highly scalable, flexible and secure multi-protocol directory-based solution for integrating processes, data and file-based workflows throughout your global enterprise infrastructure.
- Axway Tradesync Integration Manager (TSIM) – a pre-configured B2B solution to design, automate and monitor integration of supplier, customer and partner transactions and business processes with existing applications.
- Axway Gateway – featuring built-in support for industry-specific protocols, including ETEBAC and EBICS.

You can also configure files for export into any third-party system in order to create or update partner profile information in those systems. Integration options are flexible and open – you can configure ACM to gather and use information however you choose, across your entire organization.

For More Information, visit [www.axway.com](http://www.axway.com)

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