

# Elevate to the next generation of ecommerce

Rapid response to new and emerging commerce opportunities requires a highly flexible, ready-to integrate and cost-effective solution. A solution that can seamlessly connect with how you do business today, as well as natively support the unique and emerging needs of tomorrow's ecommerce demands.

Digital River's SmartChannel Commerce Process Automation (CPA) is a "business process automation" toolset, built for the unique needs of ecommerce. Solutions built with CPA seamlessly and natively integrate with your ecommerce business, taking your commerce business to the next level—addressing cloud delivery, the internet of things and mobile device commerce. Quickly extend or customize ecommerce processes without the high cost, long timelines or short usable life of custom code—driving growth with a highly efficient, and completely configurable commerce solution.

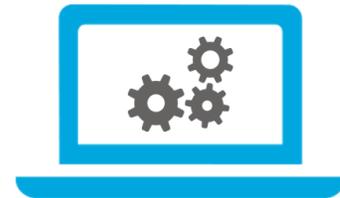


## Solution for managing extended ecommerce and reseller channel needs

- **Inside channel subscription sales:** enables opportunity management, pro-rating price and co-terms
- **Complex entitlements:** enables Internet of Things with subscriptions and multi-meter usage tracking
- **Consolidated billing:** enables accumulated, periodic license operations or usage billing options
- **Pricing management:** enables customer specific, contract based, custom calculation pricing structures
- **Enhanced cart processing:** enables highly configured orders and products
- **Commerce-enabling legacy client platforms:** enables complex transaction and order orchestration
- **Automated alerts:** enables complex channel, marketplace, workflow, system integrations and configurable alerts

## CPA features and capabilities

The CPA platform is comprised of a set of complimentary tools that a business analyst can use to configure a solution that's a perfect fit for your commerce business needs.



- **Attribute catalog:** Define fields and data structure using any data type, set reporting behavior and requirements, and use special attribute types for automating calculations.
- **Process builder:** Define the transactions used in a process, such as "opportunity to cash", that is fully configurable to support any type of transaction or data.
- **Business rules engine:** Configure custom business rules that execute specified actions when a transaction is processed based on conditions, such as notifications or calculations.
- **Integration triggers:** Support highly flexible and extensible integration with a special business rule that executes a web service or API call to another system or custom script.
- **Workflow configuration:** Route transactions through system or user driven steps in which the transaction status can be changed or data in the transaction updated.
- **Data dictionary:** Expose all of the configured processes' transaction data and related master data for use in rules, integration or workflow.
- **Batch processor:** Support the execution of configured business rules, workflow and integrations against a custom-defined set of transactions, on a user defined schedule.
- **Interface generator:** Export code and XML/JSON for deploying a user interface or web service for user or system interaction with a configured process, transactions and rules.

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### About Digital River

Digital River, the revenue growth experts in global cloud commerce, helps companies of all sizes build and manage their online businesses, maximize online revenue, reduce costs and minimize risk. Founded in 1994, the company is headquartered in Minneapolis, with offices across the United States, Asia and Europe.

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