

Web Application Server **WAS**

Steps ahead

Competitive advantage in today's publishing marketplace can only be achieved if systems are integrated beyond the boundaries of the enterprise.

As a result of the increasingly interrelated processes in publishing, the business processes should interact across applications, with other systems that support components of the value chain such as online content portals, content creation and management, manuscript workflow and printing.

The integration of Klopotek standardized software with online content portals, content creation and automation of the order fulfillment process, from order entry through to electronic billing, is becoming as indispensable to publishers as the transfer of invoices is for financial accounting today.

Fast and accurate access

Klopotek's Web Application Server WAS provides for fast and accurate access to all Klopotek functionality as related to products, addresses, customers, orders and even to advanced functionality, such as price, discount or tax calculation through the use of standardized web services. The web services library inside the WAS application server allows your external applications, such as web storefronts, customer self service, front ends or online content portals to easily create and up-date back office transactions in real-time and without data redundancy or asynchronous data transfer. This keeps your customer database up-to-date and

duplicate free, whatever application may need to access it.

A good example for the use of this tool lies in the integration of content websites, which can use it to gain access to the customer pool and subscription data without having to replicate data via traditional file interfaces. This significantly minimizes the integration workload and once fully automated, the complex accounting models based on content will be able to be handled by the back office.

Utilizing the Klopotek WAS allows your development teams to focus on front office or online portal custom application development with the ability to incorporate the WAS for access to valuable back office transactions.

The WAS deployed in conjunction with your ecommerce web sites or online content portal allows your developers to provide cost effective corporate solutions, while at the same time reducing and eventually eliminating the risk of unnecessarily redeveloping existing back office functionality. The possibilities for publishers are endless, including the ability to provide completely customized user interfaces which can run online.

A consistent approach to application integration and the opportunities of online business



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An enterprise level infrastructure

Technically, the WAS is a high-performance Java enterprise integration platform upon which non-Klopotek systems can be integrated with Klopotek software in both directions. Klopotek software provides web services with which other systems can access Klopotek data and functions. Conversely, Klopotek software can integrate data and functions from external systems. Thus, the WAS is not only a server permitting outside applications to access the Klopotek web services, but it is an enterprise level infrastructure for developing and running internet based applications.

The WAS is based on JBOSS application server technology. Many independent studies have shown that the technical foundation provided by the fully integrated JBOSS Application Server (clustering, failover, load balancing and distributed deployment) is superior to other application servers.

Full Klopotek standard

Whether your developers only need access to Klopotek functionality from external systems or whether they need a robust, high performance development and run time environment for Java based internet applications, the Klopotek Web Application Server WAS is all you need.

The unique added value comes from the fact that, unlike other Enterprise Application Integration solutions, this is an integration technology that comes with the full Klopotek standard software functionality.