

Ad^eTransact

An advertising E-Commerce Portal

Ad^eTransact enables organisations involved in the advertising market to take part in automatic e-commerce networks.

It is a turnkey solution that:

- Manages the exchange of e-commerce transactions and advertising business messages between trading partners.
- Provides a single point of exchange of e-commerce messages supporting many internal legacy ad systems
- Implements secure and reliable communication according to advertising business standards.

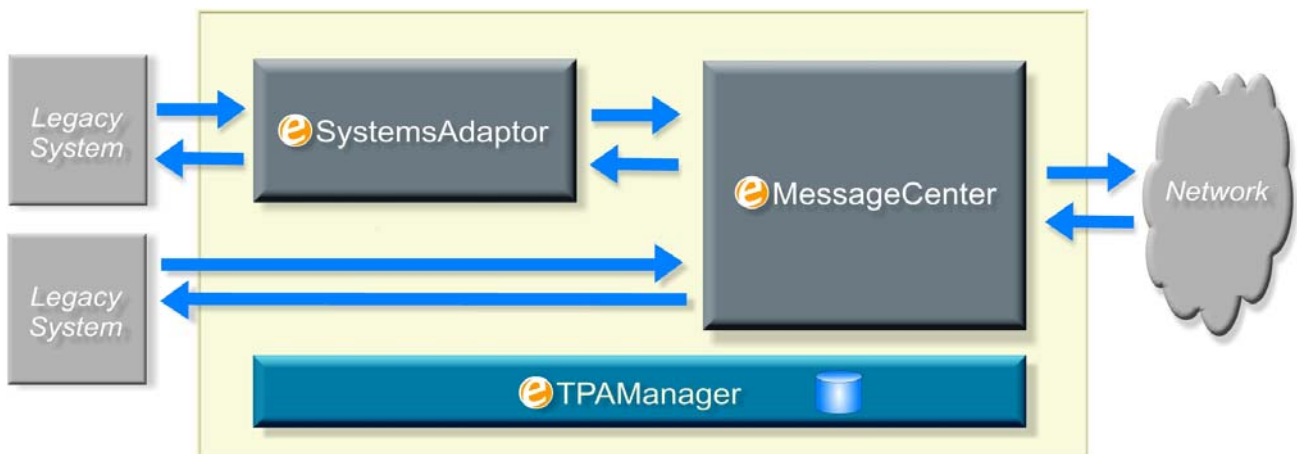
Ad^eTransact can handle message exchange for any e-commerce aware legacy system through the *MessageCenter* module. It imple-

Security:

- *Reliable communications*
- *Business data kept secret*
- *Signed business documents*

ments the *AdsML Envelope 1.0* standard, developed specifically for the advertising industry's needs.

Legacy systems without e-commerce capabilities can be integrated into an e-commerce transaction chain via the *SystemsAdaptor* module. It is an open framework for application integration and applies the *IfraAdConnexion* standard for advertising business messages.



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