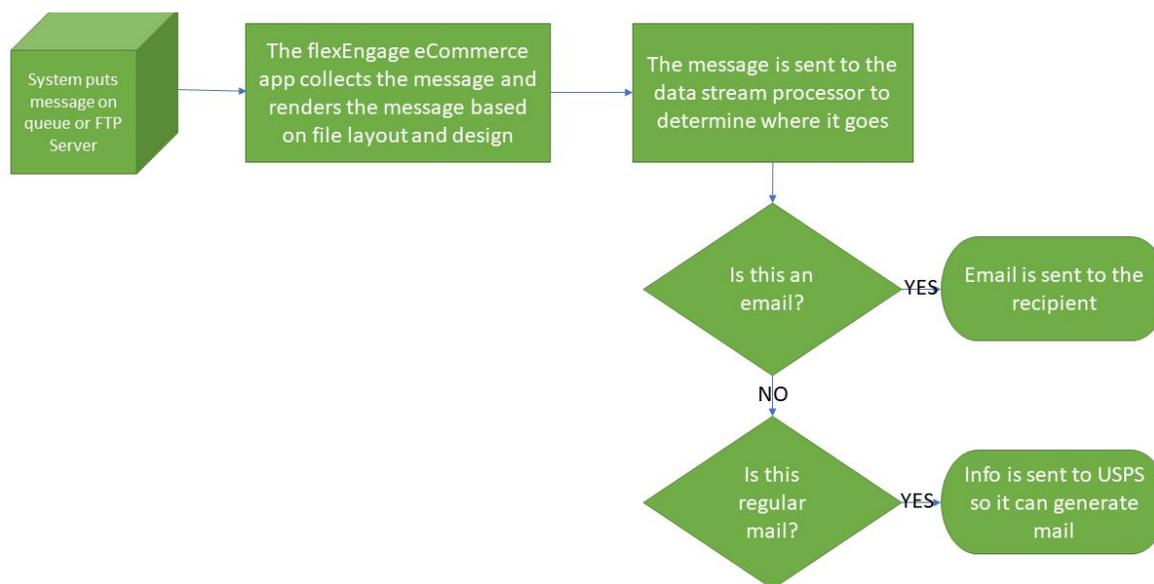




DYNAMIC ECOMMERCE NOTIFICATION TECHNICAL PROCESS

HOW IT WORKS

At a high-level, flexEngage consumes transactional messages generated by your systems (e.g. Order Management System) and uses business rules defined by your organization to convert this transactional message into an email or physical mail that is delivered to the consumer.



THE SETUP

Step 1: The Kickoff Meeting

At the kickoff meeting, we have a questionnaire to collect information about how you will be using the system. We collect the following information:

- What types of transactional emails do you want to generate (e.g., order confirmation, shipping receipts, returns, etc.)?
- Sample emails (if available)



- Transactional Message Format - identify the message format for the transactional messages generated by your systems (e.g. JSON, XML, Flat-File, etc)
- Ingestion Mechanism - identify the delivery mechanism by which flexEngage can receive your transactional messages (e.g. Message Queue, SFTP, Amazon S3, etc)

Step 2: Collect the message formats and the message format dictionary

After the kickoff, we need to collect the message format for the transactions.

If you are using a message format that has a schema, such as JSON or XML, and you have a schema created for that format, in most cases the schema is sufficient to allow us to understand the file layout, as well as understand what values to expect in the layout. If we have additional questions about the schema, flexEngage will ask you to elaborate or provide clarification.

If you don't have a schema created for that format, we request that you create a "file layout dictionary" that explains to us how the file will be laid out, what data types to expect in the fields, and what values to expect in the fields for fields that expect a certain value in a range (ex: A, B, C). We provide you with a sample file layout dictionary template that explains how to create this.

Step 3: Configure a Message Publishing Mechanism

In order for the process to be able to process the message and send the email, flexEngage needs to know where to get the messages. flexEngage can get the messages either from an FTP server, from a message queue service (such as Amazon's Simple Queue Service), or calls to your API.

If your system has this capability (message queue or FTP server), you will need to configure your environment so flexEngage can connect to your queue or server to get the messages to be processed. You will also need to work with flexEngage on the frequency when the messages are published to the queue or server so flexEngage is not connected to your resources when it doesn't need to be.

If your system does not have this capability (message queue or FTP server), you will need to work with flexEngage to either set up access to an FTP server or access to a message queue, depending on what works better for your technology. You will also need to work with flexEngage on the frequency when the messages are published to the queue or server so flexEngage can schedule the listener accordingly, and your system is not connected to the resources when it doesn't need to be.

(OPTIONAL STEP) Work with Business Unit on Email Design

This step is only required if flexEngage needs to work with the business unit on the email design. In many cases, there is already a design in place, and the only thing that flexEngage needs to do is utilize the design when creating the emails. However, for new functionality, it may require a step



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with flexEngage to create designs for the transactional emails. The flexEngage team will work with the business unit on the email layout.

EMAIL METRICS

If the business unit needs to collect email metrics, flexEngage keeps track of the main email metrics - clicks, opens, and email delivery. flexEngage creates reports for the business unit and sends the reports at the business unit's desired frequency.



APPENDIX: MESSAGE PUBLISHING MECHANISMS

METHOD 1: SFTP

This method is the *easiest* to configure and support. There are two ways to publish the methods to SFTP.

1. Send to our SFTP Server

If you will be sending the transactional messages to flexEngage's SFTP server, you will need to create a public key and send it to flexEngage. flexEngage will then configure the SFTP server and send you the connectivity information for your OMS.

2. flexEngage connects to your SFTP Server

If you already have an SFTP server that flexEngage can connect to for the messages, you will need to supply credentials and information on where to find the messages to flexEngage so we can configure our system.

METHOD 2: MESSAGE QUEUES

flexEngage can support connecting to the message queue that your Order Management System (OMS) is using. If your OMS does not have a message queue mechanism, flexEngage can set up a queue for you.

1. Your OMS has a message queue mechanism (such as RabbitMQ, MQSeries, or Amazon SQS)

You will need to supply the connectivity and queue information to flexEngage so we can configure our system.

2. Your OMS does not have a message queue mechanism

flexEngage can create a queue in Amazon SQS that you can use for the messages. flexEngage will send connectivity and queue information. This is the *least* recommended method since this requires the most lift for both the merchant and the flexEngage development team.