

Online Infrastructure

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DESCRIPTION

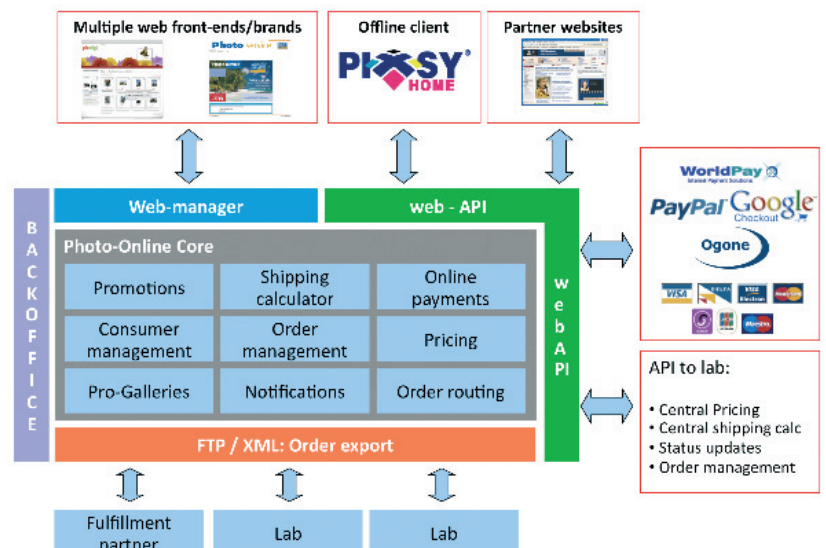
More and more business is going online. This requires a solid central infrastructure capable of servicing and supporting this business. Not only do consumers expect this to fully enjoy your services from their home, but also your own internal processes or your own software solution will rely on this.

Alimpix offers an Online Infrastructure capable of centralising and providing various core functionalities that form the heart of any innovative digital imaging business: central consumer recognition, order routing, central pricing synchronisation, online payment handling, ...

No need to invest your own infrastructure or waste time and money managing it. The Online Infrastructure solution will grow with you and provide everything you need. It is a very adaptable system, which allows for integration with any kind of existing system. It can talk in many languages: XML, FTP, REST over HTTP, etc, so integration is easy.

HIGHLIGHTS

- Open platform: XML, FTP, REST, HTTP
- Integration with ordering clients, in-lab workflow and pricing solutions
- Order workflow and routing functionality
- Central consumer database
- Generic Online payment interface
- Centralized pricing platform
- Core functions like FTP services, email notifications



OVERVIEW

- **Infrastructure:** The Online Infrastructure is fully managed by Alimpix and connected to the internet through multiple high-speed connections. The software is constantly monitored and updated. Naturally the complete infrastructure is fully redundant: servers, storage and network
- **webAPI:** The core interface that talks to all external software. This well documented interface actually talks to external ordering clients (web and offline), online payment providers and software running in the lab. It exposes all core functionality for you to use in your solution.
At the core is the light-weight, REST based protocol that works over HTTP, preventing common network issues.
The API can be rapidly extended with functionality to cope with your specific needs.



- **Payment Gateway:** We do the work for you. The Online Infrastructure provides your client software with a simple, consistent payment interface which will provide on-the-fly access to various popular payment systems: PayPal, Google Checkout, WorldPay, Ogone, ideal and many more.
- **Order Management:** Online Infrastructure can accept orders from any remote client: offline clients, web-sites, Kiosks, Order stations, etc. The system will route orders to your labs according to custom rules based on product mix, brand and/or product mix. These orders can be exported to your labs through individual FTP-accounts in any format you like: manual, XML, etc.
- **Consumer database:** All consumer information can be stored, including any personal and/or customer information you want to store: personal details, PIN code, order history, used addresses, prepay information, etc. Use this to centralize your consumer recognition and tracking.
- **Consumer database and recognition:** All consumer information can be stored, including any personal and/or customer information you want to store: personal details, PIN code, order history, used addresses, prepay information, etc. Use this to centralize your consumer recognition and tracking. Work with pre-paid cards and store their status on the central infrastructure.
- **Pricing:** The pricing is a pluggable infrastructure allowing to push pricing to ordering clients, perform online pricing and even calculate shipping prices. It can use the built in pricer or communicate (asynchronous or synchronous) with an existing pricing server for more complex setups.
- **Backoffice:** A consistent, user-friendly backoffice allowing your users or customers to manage any aspect of the Online Infrastructure. It is a Web 2.0 based, rebrandable interface that can be adapted to your specific needs.