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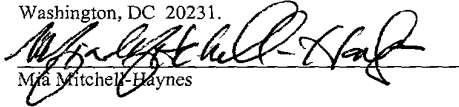
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## PROVISIONAL APPLICATION COVER SHEET

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I hereby certify that this paper and the documents and/or fees referred to as attached therein are being deposited with the United States Postal Service on November 18, 1998 in an envelope as "Express Mail Post Office to Addressee" service under 37 CFR §1.10, Mailing Label Number EL100012885US to the Assistant Commissioner for Patents, Washington, DC 20231.



Mia Mitchell-Haynes

Attorney Docket No.: **ONLIP001+**First Named Inventor: **Jeffrey W. Loomans**

1:541 U.S. PTO

60/109077

95/01/11

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Sir: This is a request for filing a PROVISIONAL APPLICATION under 37 CFR 1.53(c).

## INVENTOR(S)/APPLICANT(S)

LAST NAME	FIRST NAME	MIDDLE INITIAL	RESIDENCE (CITY AND EITHER STATE OR FOREIGN COUNTRY)
JEFFREY	LOOMANS	W.	San Francisco, CA

## TITLE OF INVENTION (280 characters max)

**LEVERAGING THE WEB: ARCHITECTURE MATTERS**

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## ENCLOSED APPLICATION PARTS (check all that apply)

<input checked="" type="checkbox"/> Specification	Number of Pages <u>28</u>	<input type="checkbox"/> Small Entity Statement
<input type="checkbox"/> Drawing(s)	Number of Sheets _____	<input type="checkbox"/> Other (specify) _____

☒ A check or money order is enclosed to cover the Provisional filing fees. Provisional Filing Fee Amount (\$) 150

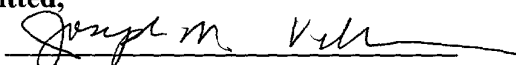
☒ The commissioner is hereby authorized to charge any additional fees which may be required or credit any overpayment to Deposit Account No. 50-0388 (Order No. ONLIP001+).

The inventions made by an agency of the United States Government or under a contract with an agency of the United States Government.

☒ No ☐ Yes, the name of the U.S. Government agency and the contract number are:

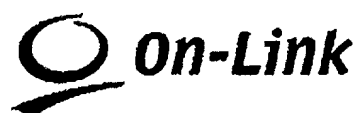
Respectfully Submitted,

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DATE November 18, 1998

TYPED NAME

Joseph M. VilleneuveREGISTRATION NO. 37,460



## **Leveraging the Web: Architecture Matters**

The Internet and Web technology are prompting organizations to reengineer their business processes, especially in the area of electronic commerce. Early e-commerce pioneers selected a shopping cart model for selling straightforward products like books, CDs, and flowers. Products with multiple options require a more sophisticated on-line selling application that replicates many of the characteristics of a real sales person.

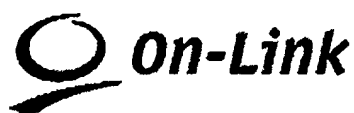
A Web-based sales consultant drives selling knowledge closer to the point of sale, increasing revenue from existing sales channels while opening an entirely new web-based sales channel. A Web-native architecture is critical to successful implementation of a Web-based sales consultant. This architecture must provide for flexibility, scalability, and cost effective administration.

### **The Evolution of the World Wide Web**

The Internet originated as a technology in the 1970's designed to reliably send electronic information across a wide-area computer network. The development of LYNX, enabled the sharing of information between computer savvy individuals.

Hyper Text Markup Language (HTML) made the Internet usable for the mass market. In its infancy, HTML was used to share information such as stock reports, product catalogues, and baseball scores. With the advent of Common Gateway Interface and application servers, information locked inside corporate computer systems became widely accessible.

Today, the Internet is evolving from an information resource to a medium which performs sophisticated sales, support and customer service functions. Organizations are reforming themselves as e-commerce gains widespread acceptance.



### **Expanding Sales Channels with a Web-based Sales Consultant**

A Web-based sales consultant works 24 hours a day, provides 100% geographic coverage, with no need for training and no sick days or vacation. It can be your most valued sales representative. A Web-based sales consultant increases revenue by driving dynamic selling knowledge--part numbers, descriptions, prices, illustrations, and configurations closer to the point of sale. By doing so, the application increases the efficiency of existing sales channels, improves customer service and opens an entirely new web sales channel—all while reducing expenses.

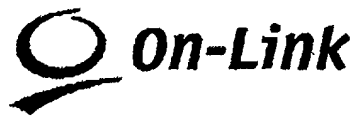
A Web-based sales consultant provides complete selling knowledge shortening sales cycles and expanding sales coverage. With access to information at any time, from virtually anywhere in the world, sales people spend less time generating quotes and more time developing profitable "face time" relationships. Value added resellers and distributors can also re-brand the online sales consultant and post the sales application to their own Web site, making them more likely to showcase your products.

A Web-based sales consultant improves your telesales channel efficiency as well. By providing customers with pre-order information that guides them to an optimal configuration, (including cross-selling and up-selling) customer service is improved and order call times are reduced.

Not only does the Web increase sales for existing channels, it provides the rare opportunity to open an entirely new sales channel. The Web helps you reach traditionally uneconomical users, while satisfying the expectations of a new class of Internet savvy customers. Orders tend to flow to the company that offers the easiest and most customer-friendly purchasing process. A Web channel makes that happen.

### **Technical Criteria for a Web Sales Channel**

On-Link Technologies, Inc. Proprietary and Confidential



Many companies are using the Web to sell simple products. Dell™ and Cisco™ have proven that complex products can be configured and sold on-line--albeit at high application development and maintenance costs. Selecting the right technology solution to deliver on the promise of a Web-based sales consultant requires an analysis of the application's ability to fulfill the role of sales and sales support. The application must also provide for flexibility, scalability and cost effective administration.

#### *Internal and external flexibility*

In order for an on-line sales consultant to easily deploy to your entire organization, it must be based on open standards. For general availability to customers with different client configurations, it needs to be flexible enough to run in any of the browsers currently in widespread use, without the requirement of plug-ins. Your on-line sales agent must function in different environments; whether on an Intranet, extranet, within other applications, or with disconnected users. For users, execution should require a simple click on a hyperlink. Additionally, the application should be flexible enough to run through firewalls without any additional configuration.

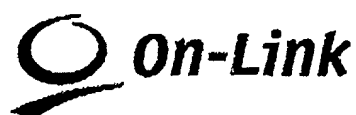
#### *Anticipating Growth*

Web-based applications are typically associated with an indeterminate number of concurrent users making it difficult to predict scaling costs. The application's architecture affects the cost of the hardware on which it operates, and impacts performance when responding to users' requests.

#### *Creation and maintenance expenses*

During and after the sale, administration costs affect an organization's profitability. In the competitive on-line marketplace, time to market is critical. An application that takes months and a team of programmers to add a new product is unacceptable.

A Web-based sales consultant and supporting tools must inter-operate within an organization's current infrastructure. To guarantee integration with existing and future



systems, the application must be based on open standards. In addition, support tools need to aid in the integration between enterprise systems and the new web channel.

The application should be modular allowing for division of implementation tasks such as the user interface, the configuration information, and the selling knowledge. The user interface should be customizable and integrate within an existing website.

Maintaining current and accurate selling information for use within the application is essential. Maintenance tools should be easy to use and require minimal overhead from the IS department.

### ***Real Sales Functionality***

Configuration alone is not enough to enable a new Web sales channel. A few modeling languages and applications are capable of handling the configuration of complex products. However, they do very little to fulfill the role of a salesperson, including the ability to adopt the buyer's perspective, perform a needs assessment, cross-sell and up-sell products such as support and training.

An application's responsiveness is critical to delivering sales functionality. Buyers become dissatisfied with software that functions well but responds slowly. For widespread acceptance, the application must download and start-up in no more than a few seconds, even over a low bandwidth connection. Page latency among product families must be sub-second as opposed to sub-minute.

### **On-Point Sales™**

On-Link's cornerstone application addresses the demands of the new Web sales channel. Through a revolutionary technology, the On-Point Micro-Engine, employed within a modular application On-Link enable the Web as a new sales channel.

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