

## Introducing the World's First Gift Registry Software Developer Kit (SDK)

Gift registry is clearly a dominant revenue driving application in today's interactive retail shopping market. One challenge for retailers to date has been balancing the cost in relation to a build vs. buy strategy. With the Gift RegistryWorks™ Software Development Kit (SDK), retailers can leverage their internal resources and save outsourcing costs while still implementing a cutting-edge custom solution built on a stable and workable platform that can grow with their business.

- ✓ Low investment allows you to manage your budgets and ROI
- ✓ Supports all channels of use: in-store, Internet, call center, and back-end management
- ✓ Avoids the complications of developing a custom solution
- ✓ Scalable system features, user interface templates, management tools and utilities
- ✓ Maintenance support available - version upgrades to grow with your business

### Proven Platform

Gift RegistryWorks is a multilingual, multi-event gift registry software platform providing advanced gift registry functionality both in-store and through the Internet. With thousands of installations to date, Gift RegistryWorks has proven to be the industry's leading edge interactive multi-channel gift registry platform.

### Reusable Components

The Gift RegistryWorks SDK provides a full function gift registry software engine with reusable developer tools, sample code, graphical user interface templates, store and central reporting, and database definitions that can be used to integrate gift registry functionality with existing in-store and online systems. Retailers maintain complete internal control and seamless integration.

### Open and Extensible for Efficient Integration

The Gift RegistryWorks SDK supports industry-standard integration protocols, which means it can seamlessly interface into your back-end systems, enabling smooth implementation of a multi-channel solution without the task of developing custom interfaces. Support tools and utilities provide a wide range of features including handheld barcode scanners, POS interfaces, product data loading and maintenance, and store and enterprise reporting.

### Scalable User Licenses

Using the Gift RegistryWorks SDK you can effectively develop a lab system in a short time frame and at a modest cost. Once your lab system is developed and tested, the solution can easily be rolled out in either a test pilot or enterprise-wide implementation. MarCole's scalable user licenses model allows your organization to manage the investment and ROI process at your discretion.

### Components

Starting at only \$50K, MarCole's Gift RegistryWorks SDK provides:

- ✓ Gift RegistryWorks System Engine
- ✓ Development Run-Time License
- ✓ SDK Development Documentation

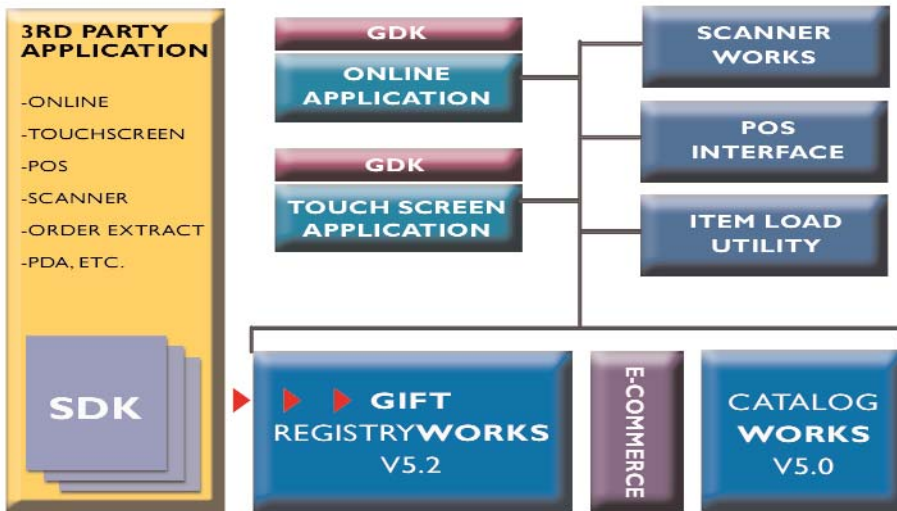
### Additional Components Available

- ✓ Graphical User Interface Templates
- ✓ Interface Tools and Utilities
- ✓ Item Management Utilities
- ✓ Reporting Software



# SDK

## Gift RegistryWorks™ Software Developer Kit (SDK) Technical Specifications



### System Specifications

#### Code Base

J2EE

#### Operating System

Linux  
Windows NT and Solaris

#### System Description

Full function gift registry software engine with developer tools, sample code and database definitions that can be used to integrate gift registry functionality with in-store and online systems.

#### Licenses

Development run-time system single processor license included. Additional User Licenses available for enterprise implementation.

#### Server Requirements

J2EE Compatible Application Server  
Database Server

#### Server Recommendations

IBM Websphere, Weblogic, Apache's Jakarta Tomcat.

**Databases Supported** Database access utilizes JDBC and supports current versions of DB2, SQL Server and Oracle.

#### API Access

API's are accessible either through direct Java calls or real time XML communication.

### Functional Characteristics

#### Channels Supported

In-Store Self Service  
In-Store Assisted  
Internet  
Call Center  
Management Access

#### Client Server Components

Self-Service Retrieval: Access, view, and print a registry  
Self-Service Registration/Update: Create and/or update a registry profile

#### Internet Components

Web Retrieval: Access, view, and print a registry on-line  
Web Registration & Update: Create and/or update a registry profile on-line

#### Seamless Integration

Online Catalog  
E-Commerce  
POS  
Customer Data

### User Interface Characteristics

#### Events Supported

Definable multiple events

#### Languages Supported

Multilingual, single byte characters

### Graphical Developer Kits (GDK) Available

#### Graphic Interface

All Graphical User Interface Templates utilize JSP with built-in API calls to the gift registry engine. These generic screen flows (templates) can be modified to reflect the branding and flow of the system as required.

#### GDK Templates

Self-Service Touch-Screen and Online: Create, Find, and Update

#### Designer Tools

Style Sheets  
Adobe Photoshop Files

#### Browser Support

MS IE 5.0 compatible or higher

### Interface / Utility Options

#### Item Management

Item Load Utility Software available

#### Scanners

Batch and RF supported  
ScannerWorks Software available

#### POS

Real-Time and Batch Supported  
POS Interface Utility Available

#### Reporting

Store and Central Level Reporting Software available

**Assisted Management** Registry Manager: Create, update, print, and delete registries, store reporting sales history processing, and training module.

