



Essent OrderTrax Network Integration Timelines

Audience

This document is intended for promotional products companies, namely suppliers, who are considering integrating with their buyers, namely distributors, or have been asked by their buyers to integrate. It illustrates how Essent®, via the Essent OrderTrax® Network, provides the most efficient path to integration; addresses some of the requirements of Essent integration customers; and approximates the time it takes to integrate for each of several endpoints.

Bottom Line...

Essent provides the most efficient path to integration in the promotional products industry.

The Most Efficient Path to Integration

Essent has major advantages implementing integrations for promotional products companies because Essent is deeply experienced in both integration and the industry.

Essent has served the promotional products industry since 2001 including by providing the OrderTrax Network, a proven, mature integration network specifically designed for the industry, since 2011. Essent has extensive experience implementing a variety of integration endpoints using a variety of standards in the promotional products industry.

Essent provides the most efficient path to integration in the promotional products industry because:

- Essent avoids the false starts, errors, and delays often incurred by providers with less industry and integration experience.
- Essent has developed a standardized methodology that makes it possible to implement some endpoints in as little as a day.
- Essent can implement some endpoints in parallel, meaning a company can move toward multiple endpoints simultaneously.



Bottom Line...

Essent knows the industry and the standards inside and out.

Bottom Line...

Suppliers should provide a valid data file and customer list, or provide access for Essent to retrieve the data file and list.

Industry and Integration Experience

By knowing the needs of the industry, the needs of individual companies within it, and the needs of each role on the supply chain such as distributors, decorator and suppliers, Essent knows not just what information needs to be integrated but the optimal ways to integrate it.

Essent has implemented integrations for a wide range of endpoints using a wide range of public and proprietary standards. In fact in the case of PromoStandards, Essent is a founding member of the organization and has co-authored the standards. Essent knows the standards inside and out, which allows Essent to start implementations sooner without having to newly learn the standards or move forward through trial and error.

Several promotional products companies who experienced false starts and delays with other providers ultimately turned to Essent for a more efficient path to adoption. In some of those cases, a provider struggled for months with a comparatively simple integration and then Essent implemented multiple more difficult integrations in a matter of weeks.

For a growing number of endpoints, Essent has developed a standardized methodology that can move an integration project from Project Kickoff to Go-Live in as little as one day. The Fast-Track™ methodology allows Essent to implement the integration almost immediately after a supplier provides the data that needs to be integrated. Additionally with Fast-Track, multiple endpoints can be pursued in parallel (concurrently), making a faster path to adoption.

Requirements

The requirements of a supplier in an integration project are generally to provide Essent the data that needs to be integrated and a list of trading partners that it needs to be integrated with. This typically happens in one of two ways:

- For Fast-Track implementations, the integration customer provides a file, such as a CSV file, with the data that needs to



be integrated. The integration customer also provides a list of trading partners with whom the supplier wishes to integrate. The data file and the partner list are evaluated in the Assessment phase.

- In cases where an integration customer is unable to provide the data file or the Fast-Track method is unavailable, the integration becomes a Custom Integration. In a Custom Integration, Essent requires access to the supplier system in order to query and extract the data that needs to be integrated. Therefore in a Custom Integration, Essent requires credentials to access the supplier system. Custom Integration also requires supplier participation in an Integration Analysis session. Note that Custom Integration requires Essent developers who are continuously booked with integration projects previously scheduled by other customers, and the new project will need to be scheduled after the existing projects. The effort required by Essent developers can be minimized if the supplier is able to provide source queries and mappings as part of the Integration Analysis.

Bottom Line...

The only way to begin to know how much time the project will require is to begin the discussion with Essent.

Approximating Integration Timelines

While Essent provides the most efficient path to integration in the promotional products industry, no two integration projects are exactly alike.

A Fast-Track implementation for example depends on the amount of time the supplier will require to generate and provide the data, an endeavor that can be extended by higher volumes of data. If a supplier is ultimately unable to provide the file, or if the Fast-Track method is not available for the endpoint, the implementation will become a Custom Integration with an inherently extended timeline. A Custom Integration requires the availability of Essent developers who are continuously booked with integration projects previously scheduled by other suppliers, and the new integration project will need to be scheduled. A Custom Integration for one endpoint also cannot be implemented in parallel with a Custom Integration for another endpoint.



It is possible to approximate integration timelines, but due to the variables it's impossible to say a definitive timeline for any specific implementation. **The only way to know how much time the implementation will require is for the integration customer to begin its discussion with Essent.** Suppliers who are under a distributor deadline to integrate particularly need to reach out to Essent right away to learn the feasibility of integrating before the deadline.

While every integration project has a different specific timeline, the following are general approximate timelines for implementing various integration endpoints.

Bottom Line...

No matter the endpoint or method, contacting Essent today represents the most efficient path to integration.

Endpoints: Inventory, Order Status, ASN

Fast-Track Integration: Within 1 week after Essent receives a valid file

- Day 1: Place order
- Day 1: Essent delivers requirements including document format.
- Day 2: Certify document
- Day 3: Provision with an OrderTrax subscription and license to the individual service
- Day 3: If certification passes, Go Live
- Day 3: If certification does not pass, schedule optional Integration Analysis session
- Day 14: Optional Integration Analysis Session
- Day 15: If not live, repeat certification process

Custom Integration: TBD based on scope

- Day 1: Place order
- Day 3: Provision with an OrderTrax subscription and license to the individual service
- Day 3: Schedule Integration Analysis session
- Day 14: Integration Analysis session
- Day 21: Schedule development
- Final Delivery: TBD based on scope



Endpoints: Media, Product Data, Purchase Orders, Product Configuration, Invoices

Custom Integration Only: TBD based on scope

- Day 1: Place order
- Day 3: Provision with an OrderTrax subscription and license to the individual service
- Day 3: Schedule Integration Analysis session
- Day 14: Integration Analysis session
- Day 21: Schedule development
- Final Delivery: TBD based on scope

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