



## BizTalk Accelerator for SADAD Integration

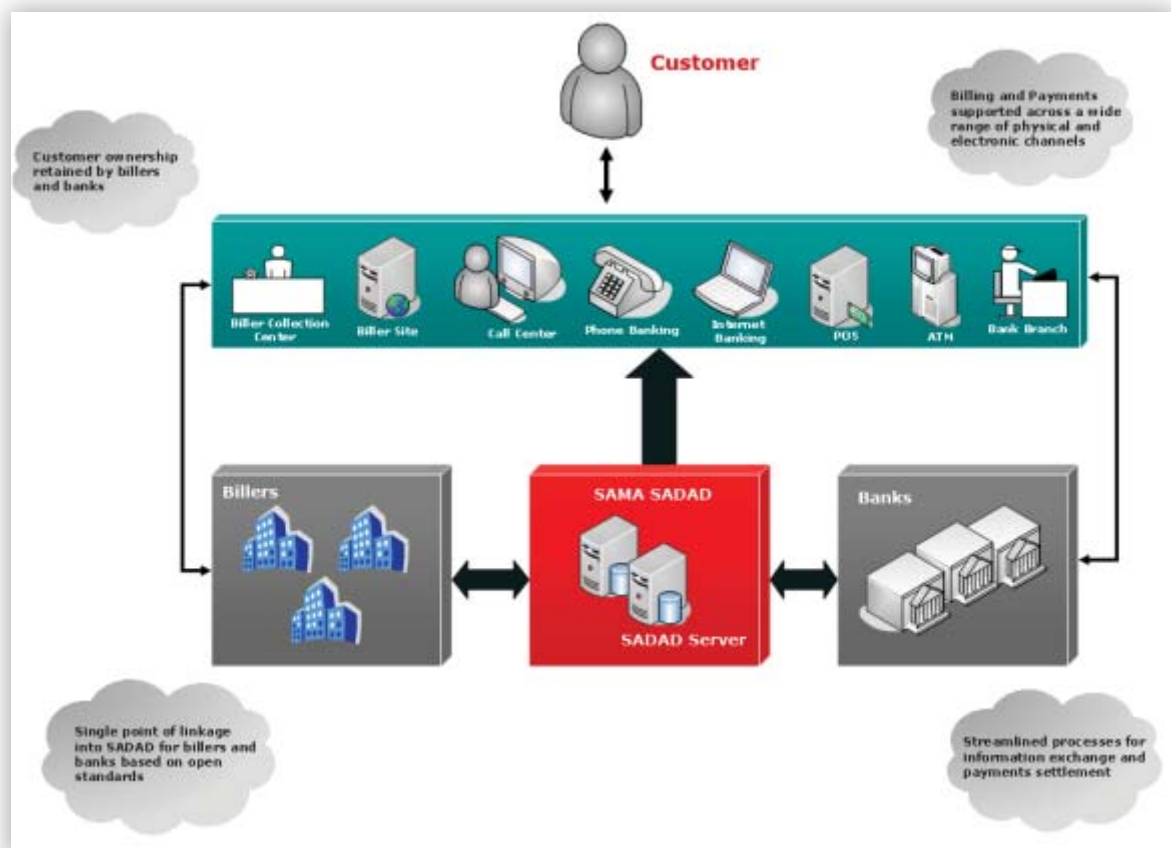
A4SADAD is an Estarta-Solutions branded solution that serves as a ready-made accelerator for SADAD integration. SADAD is the Electronic Bill Presentation and Payment (EBPP) service in the Kingdom of Saudi Arabia, created under the sponsorship and control of the Saudi Arabian Monetary Agency (SAMA). A4SADAD is a cost-effective solution for all Banks and Billers in the Kingdom of Saudi Arabia to connect to SAMA-SADAD network.

A4SADAD extends the capabilities of BizTalk Server by delivering a secure, reliable and cost-effective solution for SADAD integration; it provides Banks and Billers with a single extensible infrastructure for SADAD integration based on latest SADAD requirements and specifications. It also provides organizations with necessary middleware tools for backend system integration along with an intuitive interface for system administration, monitoring and reporting.

A4SADAD has proven success in connecting Banks and dozens of Billers across the Kingdom of Saudi Arabia.



- ▶ A4SADAD utilizes Microsoft's latest integration technology for BrB systems and Enterprise Application Integration (EAI), and leverages the power of XML-Web Services. Powered by BizTalk Server and SQL Server, the solution provides a ready-made framework designed based on Service-Oriented Architecture (SOA) providing any bank or biller in Saudi Arabia an easy integration with SADAD network.
- ▶ Both billers and banks in Saudi Arabia trustfully rely on A4SADAD to orchestrate SADAD EBPP transactions, using flexible business rules engine, as it allows them to dynamically support various billing and payment scenarios while accommodating future SAMA-SADAD business requirements. More than 50 BizTalk, SQL and Windows Ent. Licenses were purchased by our customers within the first two quarters of releasing A4SADAD to the market.
- ▶ A4SADAD delivers enhanced messaging and schemas capabilities. It implements a ready-made custom adapter, based on latest SADAD message specifications providing an easy way to implement secure, reliable and manageable interface with SADAD, abstracting its specific requirements and complexity.
- ▶ Along with BizTalk Server, A4SADAD provides the necessary middleware tools for Banks and Billers to cost-effectively integrate with their existing backend systems. A variety of ready-made adapters are provided to reduce integration time and eliminate the need to modify existing backend systems.
- ▶ The solution is delivered with an intuitive and customizable Administration Portal; a user-friendly web-based interface built using Microsoft ASP.NET technology and designed to support both System Administrators and Customer Service users allowing them to achieve the following activities:
  - Track and monitor business activities and operations.
  - Manage users and privileges.
  - Manage system configurations.
  - Track and resolve failures.
  - Generate system reports and transaction summaries.



- 4 By connecting organizations through A4SADAD,the following benefits will be achieved:
- **Reduced Time to Market:** A4SADAD is a ready-made and well-tested accelerator built based on latest SADAD business requirements and message specifications.
  - **Cost-effective Integration:** A4SADAD is shipped with a variety of middleware tools allowing rapid and easy integration with existing backend system,without needing to replace them with newer systems.
  - **Precision and reliability:** A4SADAD provides a reliable messaging platform that guarantees accurate delivery of SADAD messages and notifications.
  - **Manageability:** A4SADAD Administration Portal provides user-friendly and customized interface for system administration, configuration,operational monitoring and reporting.
  - **Maintainability:** A4SADAD is continuously upgraded to accommodate new SADAD requirements and specifications,as well as Microsoft's latest technologies.
  - **Scalability:** A4SADAD is flexible in terms of deployment,it can support different deployment scenarios leveraging existing infrastructure and can be scaled-out to meet high-availability.
  - **Support:** The product is supported locally by experienced and trained support staff,a team of certified BizTalk consultants is continuously working on enhancing the product.



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