



## DIGITAL RIVER

A global leader in e-commerce outsourcing.

**Industry:** High Tech  
**Geography:** Global

**Deployment Summary**

- Digital River chose TIBCO for business-to-business (B2B) integration with its customers and trading partners.
- Digital River implemented TIBCO's messaging solution to support its internal order management system.

**Benefits**

- Reliable and secure FTP capabilities allow Digital River to communicate and transfer order information to customers and trading partners; data moves efficiently and reliably among systems and beyond the enterprise.
- Digital River can add new functionality and code with minimal impact on the existing infrastructure and services, helping the company constantly improve offerings to customers.
- Proven TIBCO technology helps Digital River strengthen its existing business relationships and create new opportunities.



"TIBCO's B2B integration solution has helped Digital River continue to quickly and efficiently integrate our e-commerce system with our clients' internal business systems and various fulfillment organizations. It also helped in our sales process. When we mention that we use TIBCO, customers know that it is a solid, top-tier business integration platform. And that resonates well."

**Gary Howorka, CTO, Digital River**

## TIBCO Supports Digital River's World-Class E-Commerce Platform

Digital River, a global leader in e-commerce outsourcing, builds and manages online businesses for nearly 34,000 companies worldwide. Its e-commerce solution and infrastructure are designed to help companies of all sizes maximize online revenues as well as cut the costs and reduce the risks associated with running an e-commerce operation. Digital River's international e-commerce services include site development and hosting, order management, fraud prevention, site merchandising, reporting and analytics, product fulfillment, e-marketing, and multilingual customer service.

As a global leader in e-commerce outsourcing, Digital River relies on its world-class infrastructure to grow online businesses on behalf of its clients while offering them the operational and financial advantages of outsourcing. Companies choose Digital River as their e-commerce provider because of the company's scalable operational platform and its demonstrated expertise in helping companies increase their online sales.

"When I joined Digital River nearly three years ago, I was charged with assessing the company's enterprise architecture to look for ways to consolidate heterogeneous platforms into one overarching system and incorporate new enabling technologies

to advance our solution," says Gary Howorka, CTO of Digital River.

The goals of the project were twofold. The first goal was to implement enterprise application integration (EAI) to manage Digital River's B2B integration with customers and the supply chain. The second goal included building a new e-commerce server architecture to fit the company's internal order management needs through an asynchronous publish-and-subscribe technology.

Digital River assessed various EAI providers and picked TIBCO Software Inc., a leading enabler of real-time business. "We evaluated numerous vendors. In the end, we chose TIBCO primarily for one reason: TIBCO's technology had been proven on the trading floors of Wall Street," Howorka says.

Howorka was aware that TIBCO supported the integration efforts of prominent financial companies and believed that its solution would adapt well to Digital River's supply chain infrastructure. Howorka also saw TIBCO's event-driven methodology, publish-and-subscribe model, and scalable integration tools as a natural fit for Digital River's underlying infrastructure.

## Digital River Strengthens its B2B Integration Using TIBCO

As a provider of complete e-commerce services, Digital River manages online orders for thousands of business-to-consumer (B2C) companies on the internet. To respond quickly and fulfill its clients' needs, Digital River built a comprehensive business integration solution that efficiently handles the communication and workflow among fulfillment houses, customer distribution centers, and other vendors. "An efficient and reliable communication infrastructure is absolutely necessary for maintaining solid relationships with our clients," Howorka says.

As part of its long-term technology strategy, Digital River began using TIBCO's solution to simplify integration with its partners. TIBCO's solution offered Digital River reliable and secure FTP capabilities that helped the company communicate and transfer order information to its many customers and trading partners.

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By leveraging TIBCO, Digital River has been able to streamline the process of integrating partners, making it easier to replicate when new partners are added

## Digital River Flows Toward More Integrated Order Management

Digital River's internal order management processes also needed a more robust integration platform. The foundation of application-to-application integration is the efficient movement of data from system to system, within and beyond the enterprise. For Digital River, this need meant optimizing its data exchange processes through business integration.

"Our need for efficient internal order management begins the moment we receive an order," Howorka says. "The technologies we implement must be able to manage all of the communications necessary to get an order fulfilled – and this requires fast, reliable messaging capabilities."

TIBCO's core technology automates e-business interactions and company-wide transactions within Digital River and across its value chain. "TIBCO provides a framework for our order management system, allowing us to send messages back and forth internally," Howorka says. "A single order needs to go through a number of processes before it is fulfilled. We rely on TIBCO to help us ensure delivery across our processes and continuous service to our clients and their customers."

Moreover, Digital River's implementation of TIBCO was rapid and seamless, allowing the company to strengthen its infrastructure with minimal downtime and impact on services. TIBCO's solution fit well within Digital River's requirement of zero downtime during scheduled maintenance. TIBCO provides a robust mechanism that allows "hot releases" of code. For Digital River, this means

adding new code without taking the system offline or disrupting the company workflow – a fundamental operational requirement for Digital River. "This capability provided by TIBCO supported our code release and work processes around our data center and operation leads," Howorka says. "Our operations have benefited tremendously from our ability to add new functionality and code while the system remains online."

In addition, TIBCO's out-of-the-box functionality has allowed Digital River to efficiently upgrade its system. "We thought we were going to have to build a lot of the code ourselves. As it turned out, TIBCO provided many features off the shelf, which was ultimately a win for us," Howorka says.

## Digital River Streamlines Its Architecture and Improves Business Processes

Using TIBCO's business integration solution, Digital River has accelerated the delivery of data and met the reliability standards of even the most demanding applications and 24x7 environments. In 2002, Digital River handled more than half a billion page views from its clients' e-commerce sites, and even greater workloads are projected for the future. Digital River plans to leverage TIBCO's scalability to meet its growing business needs.

By deploying TIBCO software, Digital River facilitates straight-through processing (STP), reduces time to market, and improves supply-chain visibility and performance for its clients.



**TIBCO Software Inc.** (NASDAQ: TIBX) is a provider of infrastructure software for companies to use on-premise or as part of cloud computing environments. Whether it's optimizing claims, processing trades, cross-selling products based on real-time customer behavior, or averting a crisis before it happens, TIBCO provides companies the two-second advantage™ – the ability to capture the right information at the right time and act on it preemptively for a competitive advantage. More than 4,000 customers worldwide rely on TIBCO to manage information, decisions, processes and applications in real time. Learn more at [www.tibco.com](http://www.tibco.com)

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