

# Web Services

Today, moving information can be costly and time intensive. Information you have in Seattle needs to be with an associate in New York, but his system can't read the data your system is sending him. There must be an easier, less expensive way to do this.

Enter web services.

Web services are business functions that operate over the Internet. They are written in a standard way, allowing the information to flow seamlessly across dissimilar systems. Many web services already exist today, including messaging, inventory tracking and service descriptions. This is a small subset of the potential of web services, and many other services are being developed today.

Web services allow your business to interact with other businesses. Whether you strive for more up to date supply chain management, or simply want to enter a new business opportunities, web services allow your business to work in ways that would otherwise be too costly. Web Services offer your company a wider range of options, by allowing you to handle more business electronically, with more potential business partners, by having standard ways of moving information.

Web services are built on standards, such as SOAP and WDSL, that allow your systems to integrate with other business systems, and lower development costs. Acquired new systems that don't work old systems? Web services make legacy integration a snap, instead of building proprietary software. Want to enter a short term business deal, that requires trading of information with a partner? A web service allows dynamic interoperability because of universal standards and specifications. Web services can easily be turned on and off, allowing only the data you want to be available, when you want it available.

Web services make sense from a return on investment point of view as well. Web services allow you to increase process efficiency by better business to business collaboration, they allow you to expand your service deployment at a lower cost, and allow for a faster time to market with improved services. Web services also continue to decrease human error by automating existing processes. Companies such as Merrill Lynch are seeing cost savings by building and reusing web services, even to the point of creating indirect revenue streams from businesses who use their web services buying additional services.

The Geneva Group can help you realize the value and cost savings of implementing a web service for your business. Our staff will evaluate the best standards compliant technology to use for your business, and have your business reaching new potential in no time.

**Service.**

**Reliability.**

**Value.**

**Creative.**

**Flexible.**

