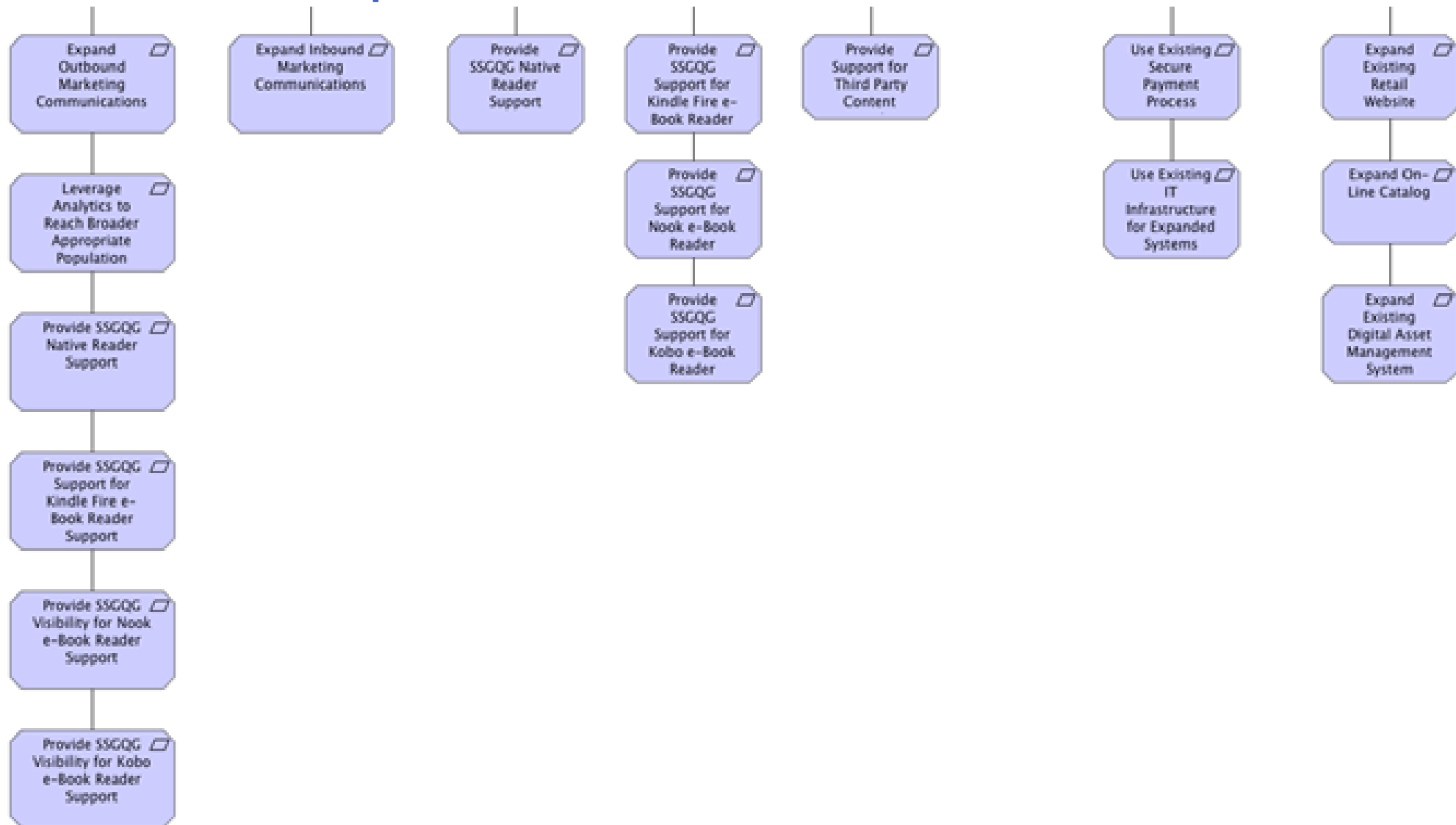




ASA

Solution Requirements Development

Business Requirements



Solution Requirements From Business Requirements

| Business Requirement | Solution Requirement |
|--|---|
| Expand Outbound Marketing Communications | <ul style="list-style-type: none">• Enhance current Marketing Communications system to support e-Book outbound message |
| Expand Inbound Marketing Communications | <ul style="list-style-type: none">• Enhance current Marketing Communications system to support e-Book inbound messages. |
| Leverage Analytics to Reach Broader Appropriate Population | <ul style="list-style-type: none">• Leverage existing analytics engine and repository.• Leverage existing Inbound Marketing Communications solution. |

Solution Requirements From Business Requirements

| Business Requirement | Solution Requirement |
|-------------------------------------|---|
| Provide SSGQG Native Reader Support | <ul style="list-style-type: none">• Provide marketing and analytics through the existing Marketing Communications System.• Provide SSGQG Catalog Service.• Provide new e-Book Reader Service to support Customer Management, Content Provisioning, Link Provisioning, Customer Analytics and Payments<ul style="list-style-type: none">• Leverage existing CRM and Payment systems as much as possible• Provide Customer Facing Customer Management Service utilizing existing CRM solution. |

Solution Requirements From Business Requirements

| Business Requirement | Solution Requirement |
|---|--|
| <ul style="list-style-type: none">• Provide SSGQG Support for Kindle Fire e-Book Reader Support• Provide SSGQG Visibility for Nook e-Book Reader Support• Provide SSGQG Visibility for Kobo e-Book Reader Support | <ul style="list-style-type: none">• Provide marketing and analytics through the existing Marketing Communications System.• Provide e-Book Catalog Service.• Provide new e-Book Reader Service to support Customer Management, Content Provisioning, Link Provisioning, Customer Analytics and Payments<ul style="list-style-type: none">• Leverage existing CRM and Payment systems as much as possible• Provide Customer Facing Customer Management Service utilizing existing CRM solution. |

Solution Requirements From Business Requirements

| Business Requirement | Solution Requirement |
|---|--|
| Provide Support for Third Party Content | <ul style="list-style-type: none">• Add Content Provider Service for Third Party Content from Publishers.• Enhance current Digital Asset Management System to support e-Books and import of e-Books content. |
| Use Existing Secure Payment Process | <ul style="list-style-type: none">• Add Payment Support Service into existing Payment System for SSQGQ Reader.• Add Payment Support Service interface into existing Payment System for Kindle, Nook, Kobo.• Provide payment receipt through existing Payment system.• Update customer record with sales detail through existing CRM system. |



Solution Requirements From Business Requirements

| Business Requirement | Solution Requirement |
|--|--|
| Use Existing Infrastructure for Expanded Systems | <ul style="list-style-type: none">• Leverage existing Marketing, Payment System and CRM System• Leverage existing database, application, web servers for new systems and enhancement of existing systems. |
| Expand Existing Retail Website | <ul style="list-style-type: none">• Add e-Books landing pages to the existing Retail Website.• Add e-Books downloads to the existing Retail Website.• Add e-Books analytics tags |

Solution Requirements From Business Requirements

| Business Requirement | Solution Requirement |
|--|---|
| Expand Online Catalog | <ul style="list-style-type: none">• Add e-Books to the Online Catalog Management System.• Add e-Books search capability. |
| Expand Digital Asset Management System | <ul style="list-style-type: none">• Add e-Books content management to the Existing Digital Asset management System. |

Solution Requirements

Solution Requirement

The current systems are using OAuth for authentication and so all the readers to be supported. New systems or features should standardize on that also.