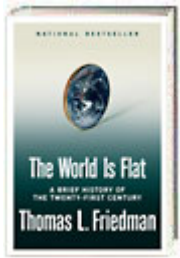


## Global Sustainability through Green Reverse Logistics

Leveraging Asset Recovery and Recycling for RoHS and WEEE Compliance:



As Thomas L. Friedman wrote in *The World is Flat*, we do business in a global neighborhood. Materials flow from diverse regions based on cost and availability. Government and Corporate Social Responsibility have changed the methods and materials of manufacturing. Reverse Logistics, Service Providers, Collectors, Recyclers, and downstream reuse of materials are rapidly evolving. Experience, technology, and collaboration are eliminating barriers and creating new revenue opportunities for manufacturers, 3PSPs, 3PLs, Asset Recovery, buyers and sellers of raw materials.

You are part of the solution. How do you participate, and how do you benefit from it?

### The GOAL

There are many players, multiple constituents, in the supply chain. Each constituent has a focus to optimize performance with efficiency, reduce cost, and secure profitability. Most often, the focus of business is concentrated on the immediate connected suppliers or vendors (input), the internal processes, and the immediate connected clients or customers (output). However, there are elements of data and information that are useful throughout the supply chain, and used in different ways to support the diverse requirements of the participants.

The goal is to create an open architecture that allows this data to flow through the supply chain with the parts, products, processes, and performance. This empowers each participant to forecast, audit, track, communicate, and optimize performance. Open architecture allows each participant to utilize existing internal systems and applications to accept and share applicable data. Applications developed from the instructions, input, and requirements of the constituents, enables greater participation for members who may require a system, solution, module, or application for full integration.

### The LEGO's approach

By designing applications with independent integrated modules to accommodate the requirements of each constituent, participants can pick and choose the modules, or complete application, that meets the individual needs. Modules and applications are designed and developed based on feedback from the participants, allowing each member to benefit from the collaboration of the community.



## Recycle Accelerator - The Solution

- 1) Collector Legend: The Individual Collector's Limited Edition
  - a. Streamlined data entry for individual administrator full access
  - b. Simplified user interface for part-time collectors, retired individuals, start-ups
  - c. Online updates keep pace with regional regulatory and compliance requirements
  - d. Enables product identification, inventory management, reporting, and finance
  - e. Output integrated for Recycle Accelerator data transfer, eliminates double data entry
  - f. Full Reporting functionality for government compliance, audit, and tracking
  - g. Coordinate pick-up or delivery of assigned product or materials with recycle network
- 2) Collector Entrepreneur: The Complete Collector's Edition
  - a. All of the features of Collector Legend: The Individual Collector's Limited Edition, PLUS
  - b. Supports multiple USERS, control access, passwords, read / write, and assign functions
  - c. Event scheduler updates public calendar and simplifies aggregate collection logs
  - d. Enhanced financial management with export to common accounting applications
  - e. Enhanced pick-up detail and functionality, bill of lading, labeling, etc
  - f. Warehouse Management System (WMS), pallet consolidation, reporting, etc
  - g. Custom Templates to load logo & company name on custom reports, email, etc
- 3) Recycle Accelerator – The customizable application for recyclers
  - a. All of the features of Collector Entrepreneur: The Complete Collector's Edition PLUS
  - b. Regulatory and Compliance updates for Recyclers
  - c. Asset Recovery Sales Functions with Export Controls and Features
  - d. Product to Material Conversion
    - i. Product Reports to Government and Manufacturers
    - ii. Inventory Management converted to material management for sales out
    - iii. Certificates of Destruction with ability to provide online access to clients
  - e. Integration to schedule pick-up & delivery with network collectors and clients
  - f. Auction Asset Recovery remanufactured products and / or recycled material globally
  - g. Enhanced WMS, Logistics Management, and Financial Management with export
- 4) Material Acquisition
  - a. Auction site for asset recovery, product, parts, and materials
  - b. Export control, compliance, and tracking
- 5) Manufacturers
  - a. Reporting on collected and recycled products (Corporate Social Responsibility)
  - b. Integrated Network to refer customers for proper disposition and handling
  - c. Certificates of Destruction
  - d. Improved consumer communications, instructions, compare to registration, call center
- 6) Government
  - a. Audit functions, reporting, tracking, compliance – electronic management (not paper)

**Features:**

	Recycle Accelerator	Legend Limited Collector's Edition	Collector Entrepreneur
Account Management	X	X	X
Account Assignment	X		X
Account File Center	X	X	X
Event Management	X		X
Event Center	X		X
Event Label	X		X
Inbound / Outbound Sales Order	X	X	X
Inbound / Outbound Purchase Order	X	X	X
Spot Buy Purchase Order	X		
Spot Buy Sales Order	X		
Edit Order	X	X	X
Void Order	X	X	X
Scheduling Dispatch	X		X
Bill of Lading Order #	X		X
Shipment status update	X		
Freight Cost	X		
Export Booking	X		
Inbound Receiving	X	X	X
Outbound Packing List	X	X	X
Upload / View Photos	X		X
Product Management	X	X	X
Inventory Adjustment	X	X	X
Warehouse Management System	X		X
Pallet ID	X		X
Edit Order / Order Journal / Order History / Material	X	X	X
Document Verification	X	X	X
Print Order / BOL / Packing List / Certificate / Financials	X	X	X
Accounts Receivable Management	X	X	X
Accounts Payable Managements	X	X	X
Data Export to Accounting Software	X		X
Order Reports, Accounting Reports, Dispatch Reports	X	X	X
Inventory, Analysis, Claims, and Admin Reports	X	X	X
Recycle Reporting to Government	X		
SB50 Collection Logs, adjustment, and shipping	X		
User Management, User Groups, Assignment	X		X
Email & Report Custom Templates w/ Company Logo	X		X

## Original Conceptual Design of Collector's Welcome for Recycler Order

CE Accelerator > Recycle Accelerator > Collector > Recycler Order Welcome John [Logout](#) --Switch-- ?

**Recycle Accelerator Logo**

**RECYCLER ORDER**

Search  ? [Advanced Search](#) ?

Home	Customers	Scheduled Events	Recycle	Collection	Reports	Admin
------	-----------	------------------	---------	------------	---------	-------

Sub Menu 1

Item 1  
Item 2  
Item 3

Sub Menu 2

Item 1  
Item 2  
Item 3

**Recycler Details**

End User  
Education  
Non Profit  
Government  
Business  
Manufacturing  
Collection Event  
Another Collector

Recycler ID    
 City   
 Recycler Company Name   
 ZIP   
 Category  UPC Code   
 Brand  No Of Units  Weight   
 Comments   
[ADD](#)

S#				

[PRINT](#) [CLOSE](#)

## Original Conceptual Design for Collector's Schedule Event Master

CE Accelerator → Recycle Accelerator → Collector → Order

### Schedule Events

**Location Details**

Event ID <input type="text"/>	Event Location Name <input type="text"/>	
Address 1 <input type="text"/>	Address 2 <input type="text"/>	State <input type="text"/>
City <input type="text"/>	Country <input type="text"/>	ZIP <input type="text"/>
Government Approved Yes <input type="radio"/> No <input type="radio"/>	Region / County / Territory <input type="text"/>	Date <input type="text"/>
Upload Documents <input type="text"/> <a href="#">Browse</a>		

**Sponsor Details**

Co Sponsor Customer 1 <input type="text"/>	Event Contact First Name <input type="text"/>	Event Contact Last Name <input type="text"/>
Co Sponsor Customer 2 <input type="text"/>	Phone <input type="text"/>	Email <input type="text"/>
URL <input type="text"/>		Yes <input type="radio"/> No <input type="radio"/>

[Save](#) [Close](#)

## Collector Order from a Collection Event

CE Accelerator → Recycle Accelerator → Collector → Order

### COLLECTOR ORDER from Collection Events (By Product)

<b>Order</b>										
Event Type <input type="text"/>	Event Date <input type="text"/> Event Location <input type="text"/> DATE <input type="text"/> Order ID <input type="text"/>									
<b>Customer</b>										
First Name <input type="text"/> Last Name <input type="text"/>	Contact Phone <input type="text"/> Driving License <input type="text"/>									
Street 1 <input type="text"/>	Mobile No <input type="text"/> Status <input type="text"/>									
Street 2 <input type="text"/>	E-Mail <input type="text"/> Exp.Date <input type="text"/>									
City <input type="text"/> State <input type="text"/> ZIP <input type="text"/>										
<b>Customer Requirement</b>										
Weight Scale <input type="text"/> Grade Level Loading Dock <input type="text"/>	Forklift Required Yes <input type="radio"/> No <input type="radio"/>									
Office Hours <input type="text"/> Hi Loading Dock <input type="text"/>	Security Clearance Required Yes <input type="radio"/> No <input type="radio"/>									
<b>Order Requirement</b>										
Truck Lift Gate Needed Yes <input type="radio"/> No <input type="radio"/>	Shrink Wrap Needed Yes <input type="radio"/> No <input type="radio"/> Dolly Needed Yes <input type="radio"/> No <input type="radio"/> Palletized Yes <input type="radio"/> No <input type="radio"/>									
Pallet Jack Needed Yes <input type="radio"/> No <input type="radio"/>	Payment Amount Required Yes <input type="radio"/> No <input type="radio"/> Pallets Needed Yes <input type="radio"/> No <input type="radio"/> Manpower needed <input type="text"/>									
Hand Truck Needed Yes <input type="radio"/> No <input type="radio"/>	Gaylord Boxes Needed Yes <input type="radio"/> No <input type="radio"/> TV over 27" or 50lbs? Yes <input type="radio"/> No <input type="radio"/> On which Floor / Level? <input type="text"/>									
<b>Pick up</b>										
Assigned Date <input type="text"/> Picked <input type="text"/>	Pending Weigh In <input type="text"/> On dock to Ship <input type="text"/>									
Internal Assigned to <input type="text"/> Packed <input type="text"/>	Shipped <input type="text"/> On dock Receipt <input type="text"/>									
<input checked="" type="checkbox"/> STATE REIMBURSEMENT										
<b>Product Details</b>										
Category <input type="text"/> Model <input type="text"/> UPC Code <input type="text"/>	Product Type <input type="radio"/> Product <input type="radio"/> Material <input type="radio"/>									
Brand <input type="text"/> Serial <input type="text"/> No Of Units <input type="text"/> Weight <input type="text"/>										
Comments <input type="text"/>										
Upload Image <input type="text"/> <input type="button" value="Browse"/>										
<input type="button" value="Commit"/>										
<b>Product List</b>										
S#	zz	Model	UPC Code	Brand	Serial	No. of Units	Weight	Comments		Action
<b>Material List</b>										
S#	Material	Material Description	Weight	Action						
Upload Image <input type="text"/> <input type="button" value="Browse"/>										
<b>Special Customer Requirements</b>										
Remove Asset Tags Yes <input type="radio"/> No <input type="radio"/>	Wipe HDD Yes <input type="radio"/> No <input type="radio"/>	Certificate of Destruction Required Yes <input type="radio"/> No <input type="radio"/>								
Remove Serial Numbers Yes <input type="radio"/> No <input type="radio"/>	Asset Recovery OK Yes <input type="radio"/> No <input type="radio"/>	Wipe HDD Yes <input type="radio"/> No <input type="radio"/>								
Comments <input type="text"/>										



## Collector Order from Manufacturer Pick Up

CE Accelerator → Recycle Accelerator → Collector → Order

### COLLECTOR ORDER from Manufacturer (By Product)

<b>Order</b>										
Collector Method <input type="text"/>	Delivery Method <input type="text"/>	Estimated Pick Up date <input type="text"/>	DATE <input type="text"/>							
Order Status <input type="text"/>	Order Type <input type="text"/>	Actual Pick Up Date <input type="text"/>	Order ID <input type="text"/>							
<b>Customer</b>										
Account # <input type="text"/>	Manufacturer Name <input type="text"/>									
	City <input type="text"/>	ZIP <input type="text"/>								
<b>Customer Requirement</b>										
Weight Scale <input type="text"/>	Grade Level Loading Dock <input type="text"/>	Forklift Required	Yes <input type="radio"/> No <input type="radio"/>							
Office Hours <input type="text"/>	Hi Loading Dock <input type="text"/>	Security Clearance Required	Yes <input type="radio"/> No <input type="radio"/>							
<b>Order Requirement</b>										
Truck Lift Gate Needed	Yes <input type="radio"/> No <input type="radio"/>	Shrink Wrap Needed	Yes <input type="radio"/> No <input type="radio"/>							
		Dolly Needed	Yes <input type="radio"/> No <input type="radio"/>							
		Palletized	Yes <input type="radio"/> No <input type="radio"/>							
Pallet Jack Needed	Yes <input type="radio"/> No <input type="radio"/>	Payment Amount Required	Yes <input type="radio"/> No <input type="radio"/>							
		Pallets Needed	Yes <input type="radio"/> No <input type="radio"/>							
Manpower needed	<input type="text"/>									
Hand Truck Needed	Yes <input type="radio"/> No <input type="radio"/>	Gaylord Boxes Needed	Yes <input type="radio"/> No <input type="radio"/>							
		TV over 27" or 50lbs?	Yes <input type="radio"/> No <input type="radio"/>							
On which Floor / Level?	<input type="text"/>									
<b>Pick up</b>										
Assigned Date <input type="text"/>	Picked <input type="text"/>	Pending Weigh In <input type="text"/>	On dock to Ship <input type="text"/>							
Internal Assigned to <input type="text"/>	Packed <input type="text"/>	Shipped <input type="text"/>	On dock Receipt <input type="text"/>							
<input checked="" type="checkbox"/> STATE REIMBURSEMENT										
<b>Product Details</b>										
Category <input type="text"/>	Model <input type="text"/>	UPC Code <input type="text"/>	<b>Product Type</b> Product <input type="radio"/> Material <input type="radio"/>							
Brand <input type="text"/>	Serial <input type="text"/>	No Of Units <input type="text"/>	Weight <input type="text"/>							
Comments <input type="text"/>										
Upload Image <input type="text"/>	<input type="button" value="Browse"/>									
<b>Product List</b>										
<input type="button" value="Commit"/>										
S#	zz	Model	UPC Code	Brand	Serial	No. of Units	Weight	Comments		Action
<b>Material List</b>										
S#	Material	Material Description	Weight	Action						
Upload Image <input type="text"/>	<input type="button" value="Browse"/>									
<b>Special Customer Requirements</b>										
Remove Asset Tags	Yes <input type="radio"/> No <input type="radio"/>	Wipe HDD	Yes <input type="radio"/> No <input type="radio"/>							
		Certificate of Destruction Required	Yes <input type="radio"/> No <input type="radio"/>							
Remove Serial Numbers	Yes <input type="radio"/> No <input type="radio"/>	Asset Recovery OK	Yes <input type="radio"/> No <input type="radio"/>							
		Wipe HDD	Yes <input type="radio"/> No <input type="radio"/>							
Comments <input type="text"/>										

## Collector Business by Product

CE Accelerator → Recycle Accelerator → Collector → Order

### COLLECTOR ORDER from Business (By Product)

<b>Order</b>										
Collector Method	<input type="text"/>	Delivery Method	<input type="text"/>							
Order Status	<input type="text"/>	Order Type	<input type="text"/>							
Estimated Pick Up date	<input type="text"/>	Actual Pick Up Date	<input type="text"/>							
DATE	<input type="text"/>	Order ID	<input type="text"/>							
<b>Customer</b>										
Account #	<input type="text"/>	Business Name	<input type="text"/>							
City	<input type="text"/>	ZIP	<input type="text"/>							
<b>Customer Requirement</b>										
Weight Scale	<input type="text"/>	Grade Level Loading Dock	<input type="text"/>							
Office Hours	<input type="text"/>	Hi Loading Dock	<input type="text"/>							
Forklift Required	Yes <input type="radio"/> No <input type="radio"/>	Security Clearance Required	Yes <input type="radio"/> No <input type="radio"/>							
<b>Order Requirement</b>										
Truck Lift Gate Needed	Yes <input type="radio"/> No <input type="radio"/>	Shrink Wrap Needed	Yes <input type="radio"/> No <input type="radio"/>							
Pallet Jack Needed	Yes <input type="radio"/> No <input type="radio"/>	Payment Amount Required	Yes <input type="radio"/> No <input type="radio"/>							
Hand Truck Needed	Yes <input type="radio"/> No <input type="radio"/>	Gaylord Boxes Needed	Yes <input type="radio"/> No <input type="radio"/>							
Dolly Needed	Yes <input type="radio"/> No <input type="radio"/>	Pallets Needed	Yes <input type="radio"/> No <input type="radio"/>							
Palletized	Yes <input type="radio"/> No <input type="radio"/>	Manpower needed	<input type="text"/>							
TV over 27" or 50lbs?	Yes <input type="radio"/> No <input type="radio"/>	On which Floor / Level?	<input type="text"/>							
<b>Pick up</b>										
Assigned Date	<input type="text"/>	Picked	<input type="text"/>							
Internal Assigned to	<input type="text"/>	Packed	<input type="text"/>							
Pending Weigh In	<input type="text"/>	Shipped	<input type="text"/>							
On dock to Ship	<input type="text"/>	On dock Receipt	<input type="text"/>							
<input checked="" type="checkbox"/> STATE REIMBURSEMENT										
<b>Product Details</b>										
			<b>Product Type</b>							
			Product <input type="radio"/> Material <input type="radio"/>							
Category	<input type="text"/>	Model	<input type="text"/>							
Brand	<input type="text"/>	Serial	<input type="text"/>							
UPC Code	<input type="text"/>	No Of Units	<input type="text"/>							
Weight	<input type="text"/>		<input type="text"/>							
Comments <input type="text"/>										
Upload lamage	<input type="text"/>	<input type="button" value="Browse"/>								
			<input type="button" value="Commit"/>							
<b>Product List</b>										
S#	zz	Model	UPC Code	Brand	Serial	No. of Units	Weight	Comments		Action
<b>Material List</b>										
S#	Material	Material Description	Weight	Action						
Upload lamage	<input type="text"/>	<input type="button" value="Browse"/>								
<b>Special Customer Requirements</b>										
Remove Asset Tags	Yes <input type="radio"/> No <input type="radio"/>	Wipe HDD	Yes <input type="radio"/> No <input type="radio"/>							
Remove Serial Numbers	Yes <input type="radio"/> No <input type="radio"/>	Asset Recovery OK	Yes <input type="radio"/> No <input type="radio"/>							
Certificate of Destruction Required	Yes <input type="radio"/> No <input type="radio"/>	Wipe HDD	Yes <input type="radio"/> No <input type="radio"/>							
Comments <input type="text"/>										

## Collector End-User by Product

CE Accelerator → Recycle Accelerator → Collector → Order

### COLLECTOR ORDER from End User (By Product)

<b>Order</b>										
Collector Method <input type="text"/>	Delivery Method <input type="text"/>	Estimated Pick Up date <input type="text"/>	DATE <input type="text"/>							
Order Status <input type="text"/>	Order Type <input type="text"/>	Actual Pick Up Date <input type="text"/>	Order ID <input type="text"/>							
<b>Customer</b>										
First Name <input type="text"/>	Last Name <input type="text"/>	Contact Phone <input type="text"/>	Driving License <input type="text"/>							
Street 1 <input type="text"/>		Mobile No <input type="text"/>	Status <input type="text"/>							
Street 2 <input type="text"/>		E-Mail <input type="text"/>	Exp.Date <input type="text"/>							
City <input type="text"/>	State <input type="text"/>	ZIP <input type="text"/>								
<b>Customer Requirement</b>										
Weight Scale <input type="text"/>	Grade Level Loading Dock <input type="text"/>	Forklift Required	Yes <input type="radio"/> No <input type="radio"/>							
Office Hours <input type="text"/>	Hi Loading Dock <input type="text"/>	Security Clearance Required	Yes <input type="radio"/> No <input type="radio"/>							
<b>Order Requirement</b>										
Truck Lift Gate Needed	Yes <input type="radio"/> No <input type="radio"/>	Shrink Wrap Needed	Yes <input type="radio"/> No <input type="radio"/>							
Pallet Jack Needed	Yes <input type="radio"/> No <input type="radio"/>	Payment Amount Required	Yes <input type="radio"/> No <input type="radio"/>							
Hand Truck Needed	Yes <input type="radio"/> No <input type="radio"/>	Gaylord Boxes Needed	Yes <input type="radio"/> No <input type="radio"/>							
Dolly Needed	Yes <input type="radio"/> No <input type="radio"/>	Pallets Needed	Yes <input type="radio"/> No <input type="radio"/>							
Palletized	Yes <input type="radio"/> No <input type="radio"/>	Manpower needed	<input type="text"/>							
TV over 27" or 50lbs?	Yes <input type="radio"/> No <input type="radio"/>	On which Floor / Level?	<input type="text"/>							
<b>Pick up</b>										
Assigned Date <input type="text"/>	Picked <input type="text"/>	Pending Weigh In <input type="text"/>	On dock to Ship <input type="text"/>							
Internal Assigned to <input type="text"/>	Packed <input type="text"/>	Shipped <input type="text"/>	On dock Receipt <input type="text"/>							
<input checked="" type="checkbox"/> STATE REIMBURSEMENT										
<b>Product Details</b>										
Category <input type="text"/>	Model <input type="text"/>	UPC Code <input type="text"/>	Product Type <input type="text"/>							
Brand <input type="text"/>	Serial <input type="text"/>	No Of Units <input type="text"/>	Material <input type="text"/>							
Comments <input type="text"/>										
Upload Image <input type="text"/> <input type="button" value="Browse"/>										
			<input type="button" value="Commit"/>							
<b>Product List</b>										
S#	zz	Model	UPC Code	Brand	Serial	No. of Units	Weight	Comments		Action
<b>Material List</b>										
S#	Material	Material Description	Weight	Action						
Upload Image <input type="text"/> <input type="button" value="Browse"/>										
<b>Special Customer Requirements</b>										
Remove Asset Tags	Yes <input type="radio"/> No <input type="radio"/>	Wipe HDD	Yes <input type="radio"/> No <input type="radio"/>	Certificate of Destruction Required	Yes <input type="radio"/> No <input type="radio"/>					
Remove Serial Numbers	Yes <input type="radio"/> No <input type="radio"/>	Asset Recovery OK	Yes <input type="radio"/> No <input type="radio"/>	Wipe HDD	Yes <input type="radio"/> No <input type="radio"/>					
Comments <input type="text"/>										

## Reverse Logistics Workshop Review

How are RoHS and WEEE materials being tracked by parts and product in reverse logistics?

How is the transfer of product to parts being managed in Asset Recovery, refurbishment, and reuse?

What are the financial tracking requirements of turning product into parts – credit and revenue?

What useful data elements connect retail, channel, returns, registration, call center, and recycling?

How does data collection for product and part recycling impact regional regulations and compliance?

How can parts be managed to support field service and extended service?

What are the responsibilities and opportunities for third party service providers?

What are the responsibilities and opportunities for manufacturers?

What are the opportunities for retail and channel to support product returns for recycling?

How can the information from these diverse partners in the complete process be used to benefit the community at large?



*For more information, or to join in the collaborative effort of designing the network solution, please contact:*



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**+ Media Contact**





## About ZSL Inc

ZSL Inc is an ISO 9001 certified technology service provider. ZSL Inc offers substantial cost savings and enhanced performance associated with a secure and effectively managed global development model. For over 10 years, ZSL Inc has been partnering with a loyal following of clients seeking to leverage proven delivery methodology, as well as 24 / 7 access to the very best technical resources and development tools anywhere.

ZSL Inc leverages specialized knowledge in custom enterprise application development, reporting, data management, administration, and application integration to assist enterprises in raising service levels, while reducing costs. ZSL Inc has extensive experience in mobile, wireless, and web application development.

In 2007, ZSL Inc was ranked 275 in the VAR Business 500, and was recognized as one of the 10 Fast Growth VARs to watch. The ZSL Inc customer base includes small and medium size companies across a broad range of verticals, as well as respected leaders in Finance and Banking, Insurance, Life Sciences, Telecommunications, Retail, and Manufacturing.

## Recent News: ZSL Debuts Plugins for Enterprise Web 2.0

ZSL Inc., an information technology integrator, has released its Enterprise 2.0 Computing Framework built on IBM WebSphere sMash and Service Oriented Architecture SOA. The framework allows businesses a virtual Web 2.0 to plug capability, adding secure social networking services to current legacy assets.

Enterprise 2.0 Computing Framework features a complete social networking platform that includes blogs, Wikis, forums, tagging, bookmarking and intelligent searching, will help businesses set up their internal social networking tools. It is targeting at mid-sized and large enterprises worldwide. However, the subcomponents of the framework could be implemented as modules and lay the foundation for the full scale SOA, ZSL said.

ZSL is among the early adopter of IBM's WebSphere sMash, a dynamic Web application platform. IBM sMash enables ISVs to deliver dynamic Web 2.0 based applications using preexisting assets written in PHP and Java, as well as reuse XML and RSS feeds.

"ZSL's Enterprise 2.0 Computing Framework built with IBM's newest Web 2.0 technology extends the reach of SOA and will enable our customers to effectively use the web as their SOA platform. Our Enterprise 2.0 Computing Framework provides a pragmatic approach to deliver the promise of Web 2.0 and SOA to meet true Service Oriented Enterprise requirements in a fundamentally different and more cost effective way," said Sudarshan Venkatraman, said ZSL's Chairman and CEO in a statement.

Forrester Research Inc. predicts enterprises investments in Web 2.0 technologies could reach \$764 million by the end of 2008, and skyrocket to \$4.6 billion by 2013.