



IBM Software Group

2006 B2B Customer Conference

B2B – Catch the Next Wave



Customer Panel Presentation



U.S. Customs and
Border Protection





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2006 B2B Customer Conference

B2B – Catch the Next Wave

B2B Trends

Randy Smith

WebSphere. software

esi² Inc.
ebusiness Solutions to the Next Power

ON DEMAND BUSINESS™

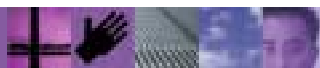
Objectives

- eSI2, Inc.
- B2B Solutions
- B2B Trends / Observations
- Summary



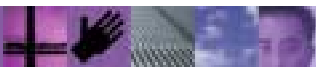
eSI²'s e-Solutions Consulting

- eSI², Inc.... eSolutions, *Integration*, *International*
- Providing Clients e-business and Integration Solutions since 1989
 - Fortune 1000 Clients
 - Small Business Clients
- Global Delivery Model
- Reputation to Deliver
- Priority One.....Client Trust and Satisfaction
- Maximize our Client's Return on Investment (ROI)

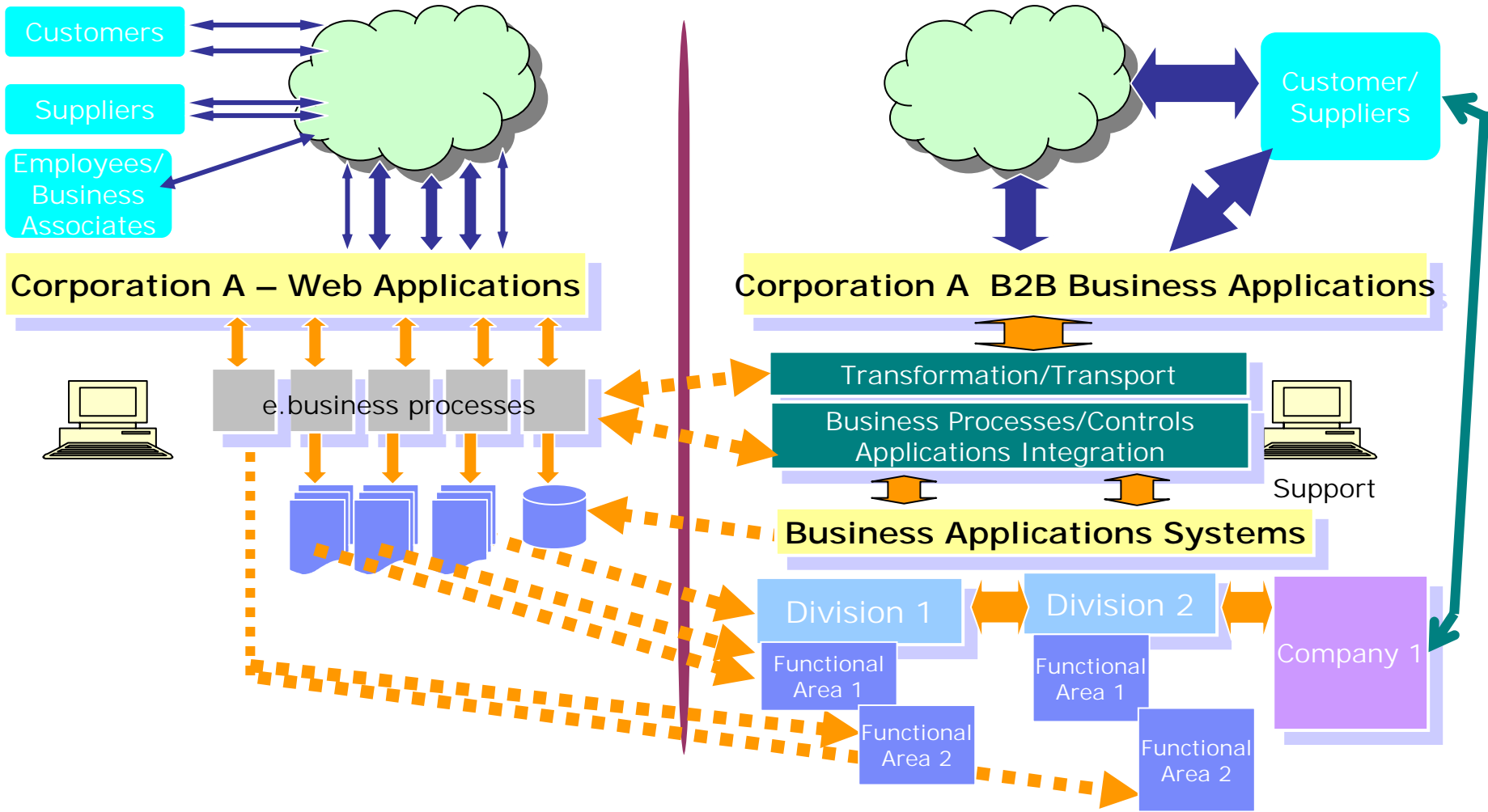


eSP²'s e-Solutions Consulting

- Evolve Total solutions - solving real business world challenges
- Complete “e-centric” business consulting....
 - Strategic Planning / Design
 - Assessment / Planning
 - Integration Alternatives
 - Enable / Integrate e-business (B2B)
 - Enterprise Application Integration (EAI)
 - Electronic Data Interchange
 - Data Transformation
 - On-call application support



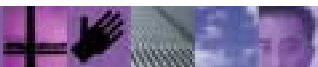
B2B Solutions



B2B Trends / Observations

■ Business

- Extremely Dynamic Business Requirements
- Global Centricity
- Information Explosion
- Leveraging Information
- Decision Dashboards
- Core Competency Focus
- Custom Solutions
- SOA



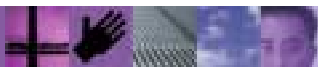
B2B Trends / Observations

■ Financial

- Accounting 101
- Transaction Tracking / Controls
- Processing Procedures / Controls
- Auditing
- Exception Handling
- Cost Accounting
- Management reporting

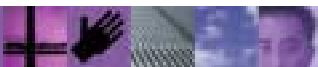
■ Security

- Communications



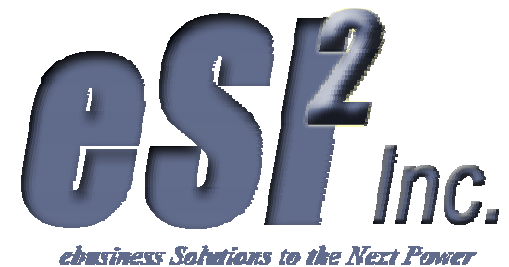
B2B Trends / Observations

- Transformation
 - Payloads
 - Proprietary Applications
 - Leveraging existing infrastructures
 - EDI
 - XML
- Multi-functional Applications Integration
 - Leveraging Content
 - Customer Requirements



Summary

- Extremely Dynamic Business Drivers
- Businesses focusing on Core Competencies
- Information Payloads
- Value-Add Information
- Financial / Audit Controls
- Leveraging existing infrastructures
- Multi-functional Application Integrations
- Decision Dashboards
- EDI





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Customer Panel – Kraft Foods

Jim Braggs

WebSphere. software

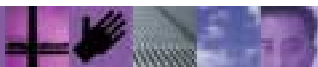


ON DEMAND BUSINESS™

Objectives



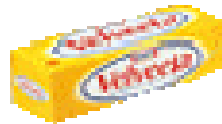
- Who we are?
- What we use?
- Future Plans / Current Challenges



Who We Are ...



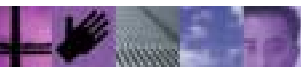
- World's 2nd largest food and beverage company
- Net revenues of more than \$34 billion in 2005
- 94,000 employees and operations in 150 countries worldwide





What You Probably Did not Know ...

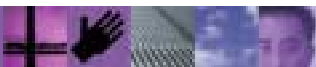
- 99 percent of US households enjoy Kraft products
- Each day, more than 100 million consumers across North America enjoy at least one Kraft product
- Leading marketplace innovator in the food industry, with more than 500 new patents granted since 1990
- One in every 10 cows in America supplies Kraft with raw materials for the company's dairy products





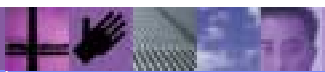
What we use ...

- WDI version 3.2 on zOS & DB2/ MQ Series/CICS
 - Batch and Real Time
- DI user since 1993
- Approx 900+ trading partner profiles & approx. 180+ maps
- Execute daily 140 inbound cycles & 200 outbound cycles
- 920,000 transactions per month
- Interface with 56+ Global applications

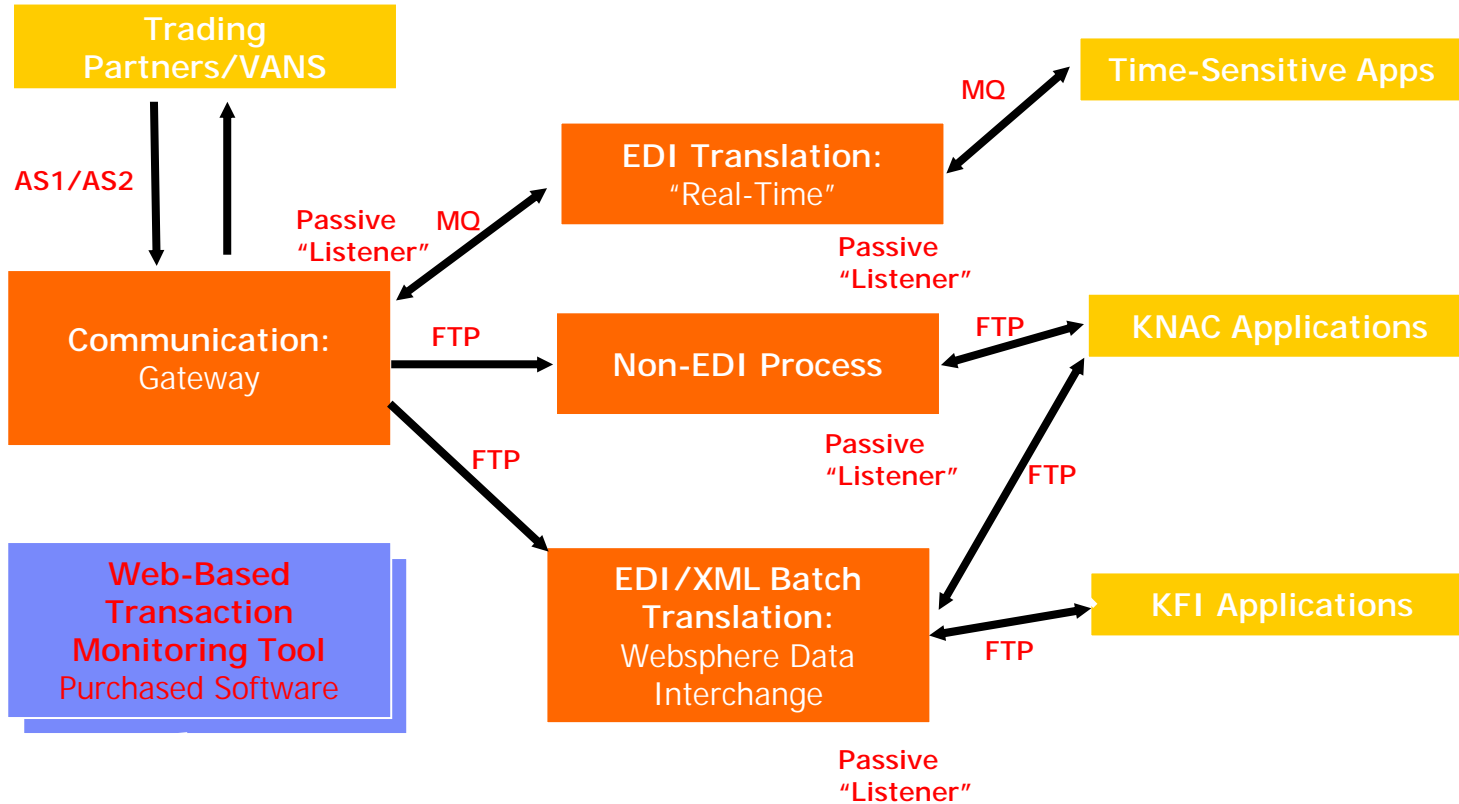




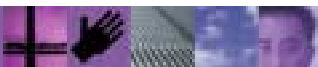
Going Global with B2B ...



Going Global with B2B ...



End to End & Exception based Monitoring





Summary

- Global Standards vs. Local Standards
- XML
- Local Country Legal requirements
- More custom solutions
- Audit & Management reporting





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Customer Panel - **HAGEMEYER**

Lee Edenfield

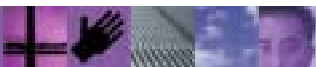
WebSphere. software



ON DEMAND BUSINESS™



Hagemeyer North America, Inc. (HNA), A wholly owned subsidiary of Hagemeyer N.V., is a wholesale distributor focusing on business-to-business markets in electrical, safety, and industrial products and services throughout North America. HNA's 3000+ associates serve more than 100,000 customers from approximately 500 locations.

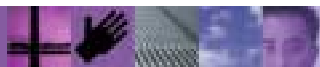


Our eCommerce Infrastructure

- ERP
 - z/OS CICS COBOL
 - Custom developed
 - Maintained in-house
- WebSphere MQ
- eCommerce systems
 - Windows Server 2000/2003
 - WDI 3.2
 - Message Transformation
 - WBI Message Broker
 - Message Routing
 - WAS/WPG
 - Web based communications
 - Trading Community Management

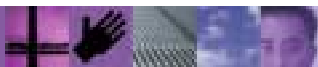
Design Points

- Message based integration service bus
- Normalize all documents
 - Created Hagemeyer Business Messages (HBMs)
 - XML
 - Loosely based on ANSI X12
- WMQ for message transport
- WBI Message Broker for message routing
- WDI for data transformation
- WAS/WPG for:
 - Message Archiving
 - Event Logging
 - Process Choreography
 - Communications Protocol support



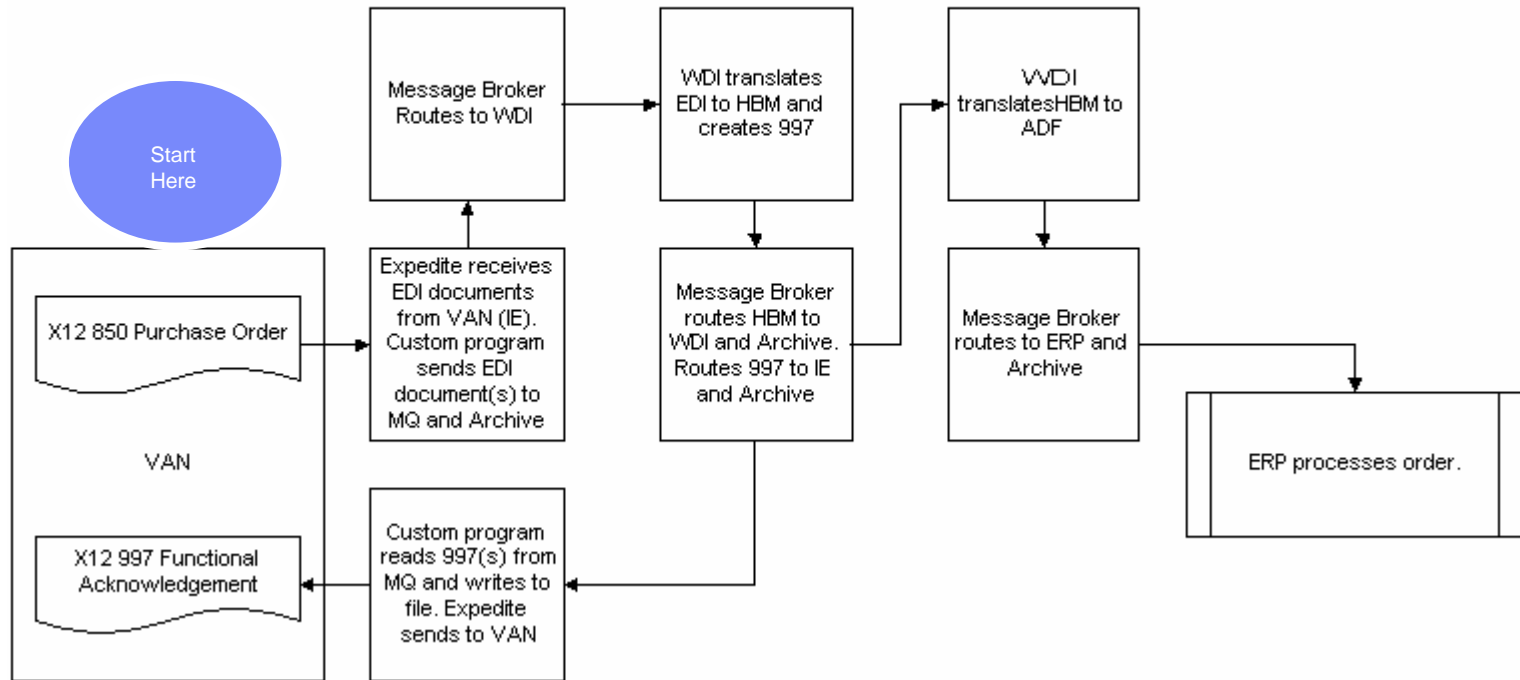
Processes Currently In Production

- MQ enabled legacy application interfaces
 - All inbound EDI transactions
 - Most outbound EDI transactions
 - New query transactions
- WDI maps for data transformation
 - Trading partner format (EDI, XML, CSV, etc.) translated to/from HBM XML format
 - Application Interfaces (mostly ADF) translated to/from HBM



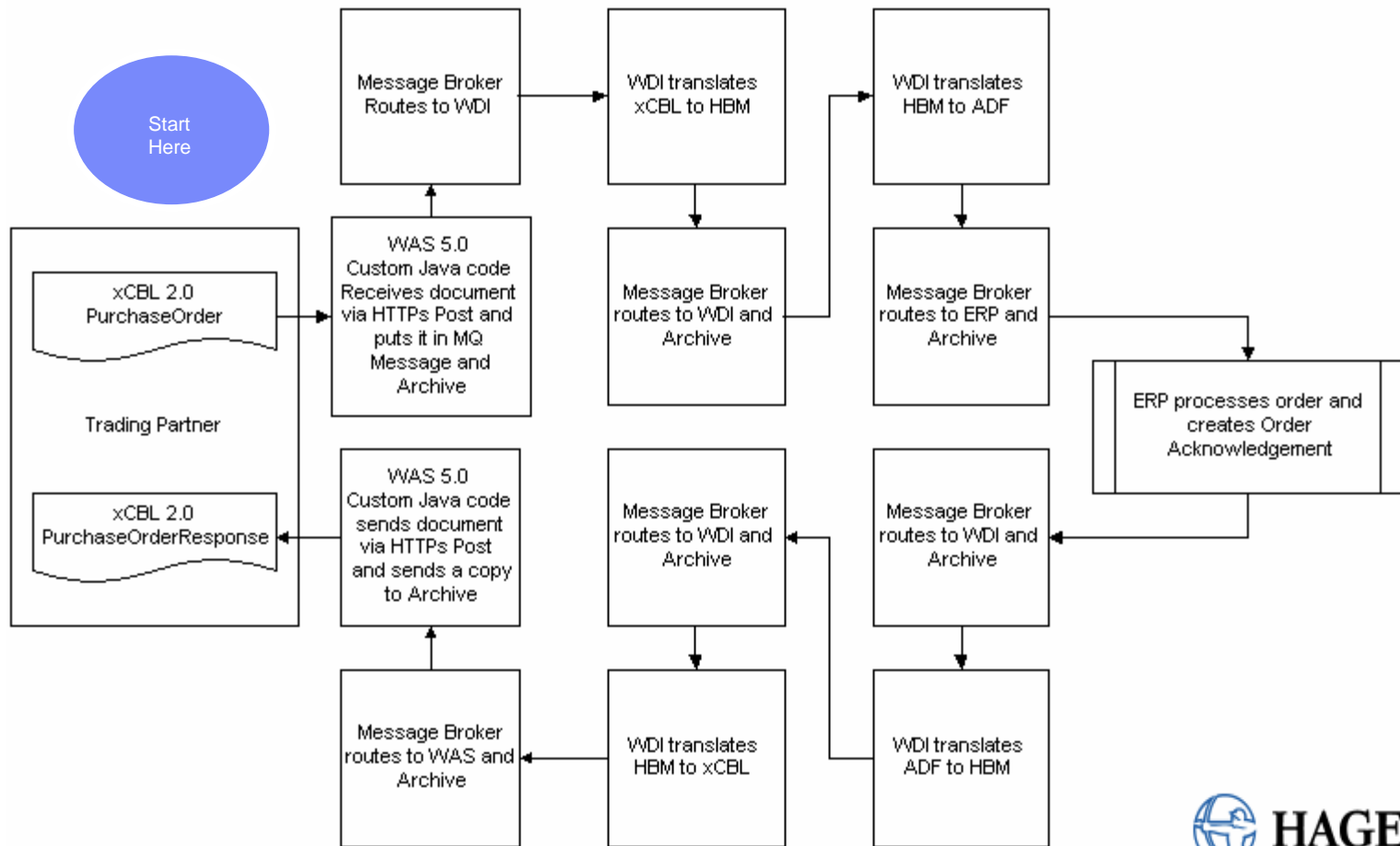
Processes Currently In Production (Continued)

Inbound X12 Purchase Order and 997



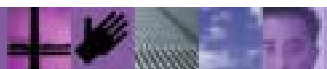
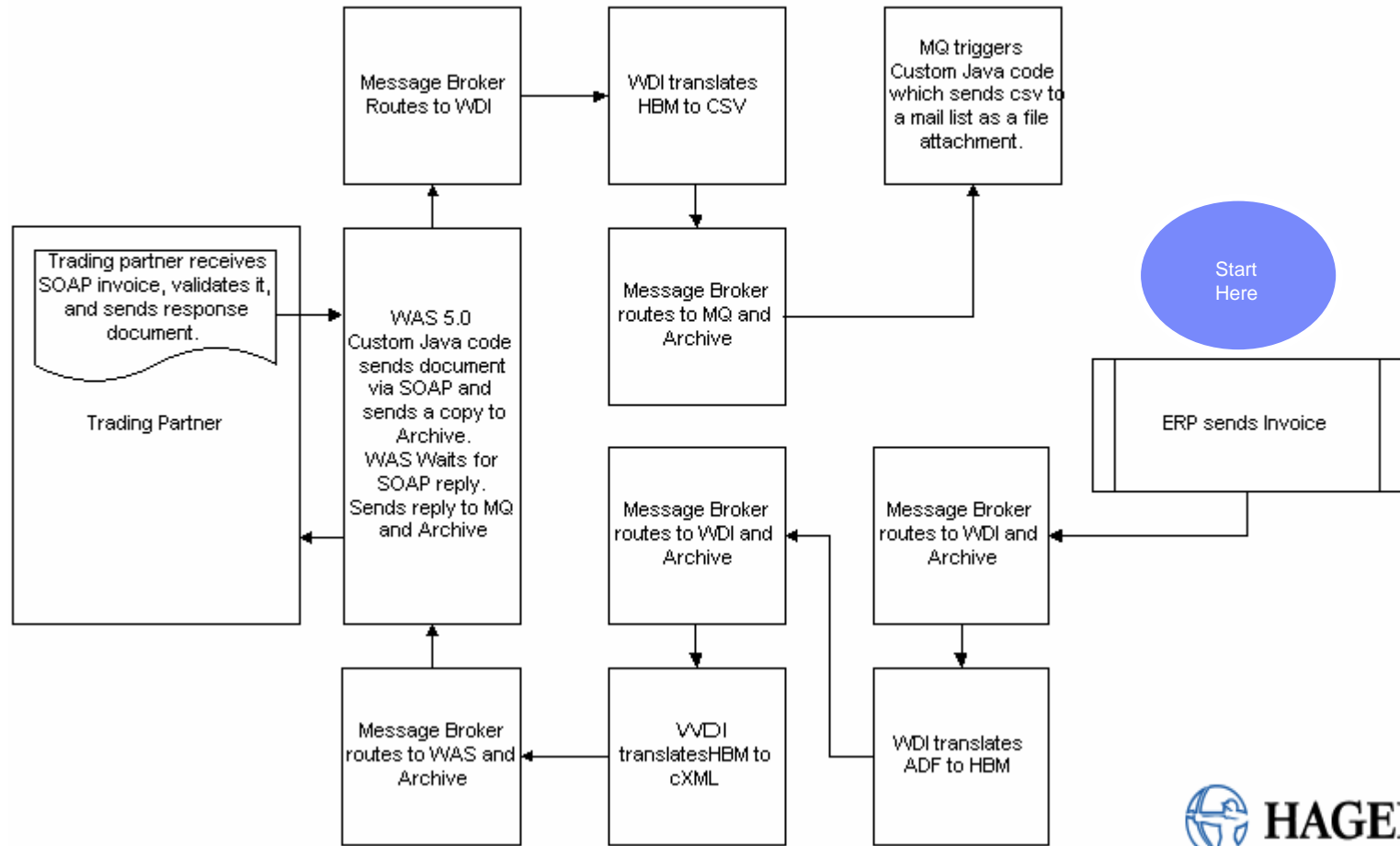
Processes Currently In Production (Continued)

Asynchronous Inbound Purchase Order and Response



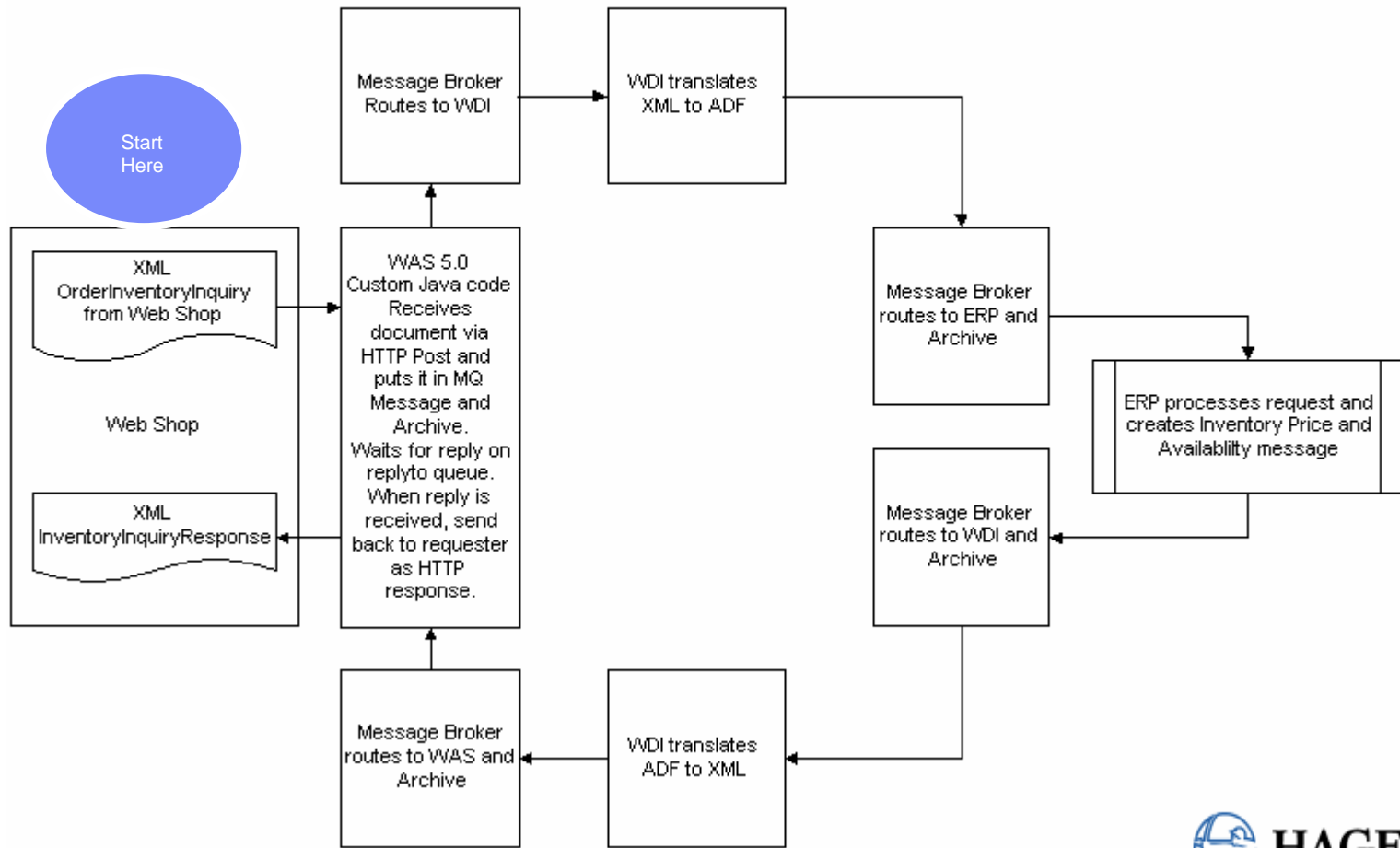
Processes Currently In Production (Continued)

Synchronous Outbound Invoice and Response



Processes Currently In Production (Continued)

Synchronous Inbound Inventory Inquiry and Response





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Customer Panel – BNSF Railway

Konnie Espanet

WebSphere. software

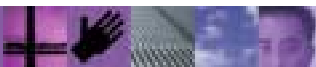


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Objectives



- Who is BNSF Railway?
- Translating Who We Are
- Our Environment
- Summary



Who Are We ...



BNSF Facts

- Route Miles: 32,000
- Number of Employees: 40,000
- Locomotives: 6,300
- Average Freight Cars on System: 220,000



Who Are We ...



Coal

- Haul enough coal to provide more than 10 percent of the electricity produced in the United States (1 out of 10 homes in the nation)

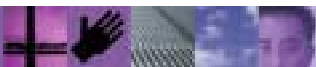
Agricultural Products

- More than 900,000 carloads of agricultural commodities in 2005



Consumer Products Intermodal

- In 2005, more than 5 million intermodal shipments were transported on BNSF's rail lines, equals a truck trailer or container being loaded onto a BNSF intermodal train every 6 seconds



Who Are We ...



Industrial Products Forest Products

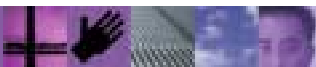
BNSF transports:

- Enough lumber each year to build more than 500,000 homes
- Enough newsprint each year to print 1 billion Sunday newspapers
- Enough printing paper to print more than 1 billion catalogs
- Enough paperboard to manufacture more than 2 billion cardboard boxes

Chemicals

BNSF transports:

- Enough propane each year to fill more than 100 million five-gallon propane tanks
- Enough lube oil to fill 1.6 billion quarts of motor oil
- Enough petroleum wax to produce 100 million fire logs
- Enough asphalt to lay a single lane road four times around the equator



Who Are We ...



Metals

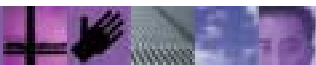
- Each year, move enough recycled iron and steel to produce reinforcing bar to rebuild more than 3,900 miles of interstate highway

Minerals

- BNSF transports the mineral components of many of the products we enjoy everyday
 - Cement, asphalt, gypsum, crushed stone, limestone, iron ore, soda ash, kaolin clay, etc.

Government/Machinery

- BNSF is the largest transporter of aircraft parts by rail in the United States



Translating Who We Are ...



EDI Transactions	Daily Count
Inbound	364,000
Outbound	1,024,000
Trading Partners	Prod Count
Customers	18,447
Railroads	184
Banks	21
Suppliers	1,095

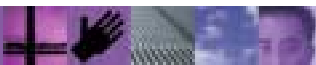
WDI	Count
Envelope Profile	
X Envelope Profiles	955
E Envelope Profiles	19
Maps	
Send Maps	183
Receive Maps	239
Data Transformation XML Maps	3
Standards	178
Data Formats	278



Sample Transactions ...



- | | | |
|----------------------------------|-------------------------------|---------------------------|
| Train Movement | Customs events | Banking |
| Yard Movement | Equipment Inventory | Accounts Payable |
| Switching Events | Equipment Distribution | Retirement Funds |
| Interline movements tracking | Maintenance of Way | Insurance |
| Crew Calling | Hazardous Material monitoring | Invoicing |
| Car, Trailer, Container Movement | Equipment defect alerts | Vendor exchanges |
| Global Positioning | Industry Events | Telecom |
| Ocean Shipping Events | General Industry | Company Material Movement |
| Port Events | Mining | Payroll |
| Trailer Ramp Events | Forest Products | Treasury |
| Trucker events | Grain- Agricultural | Reference Files |
| Automotive Ramp Events | Military Equipment Movement | Claims |
| Enroute destination changes | Revenue | Freight Billing |
| Service Scheduling | Human Resources | |



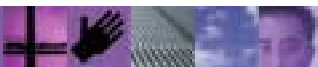
Our B2B Environment ...

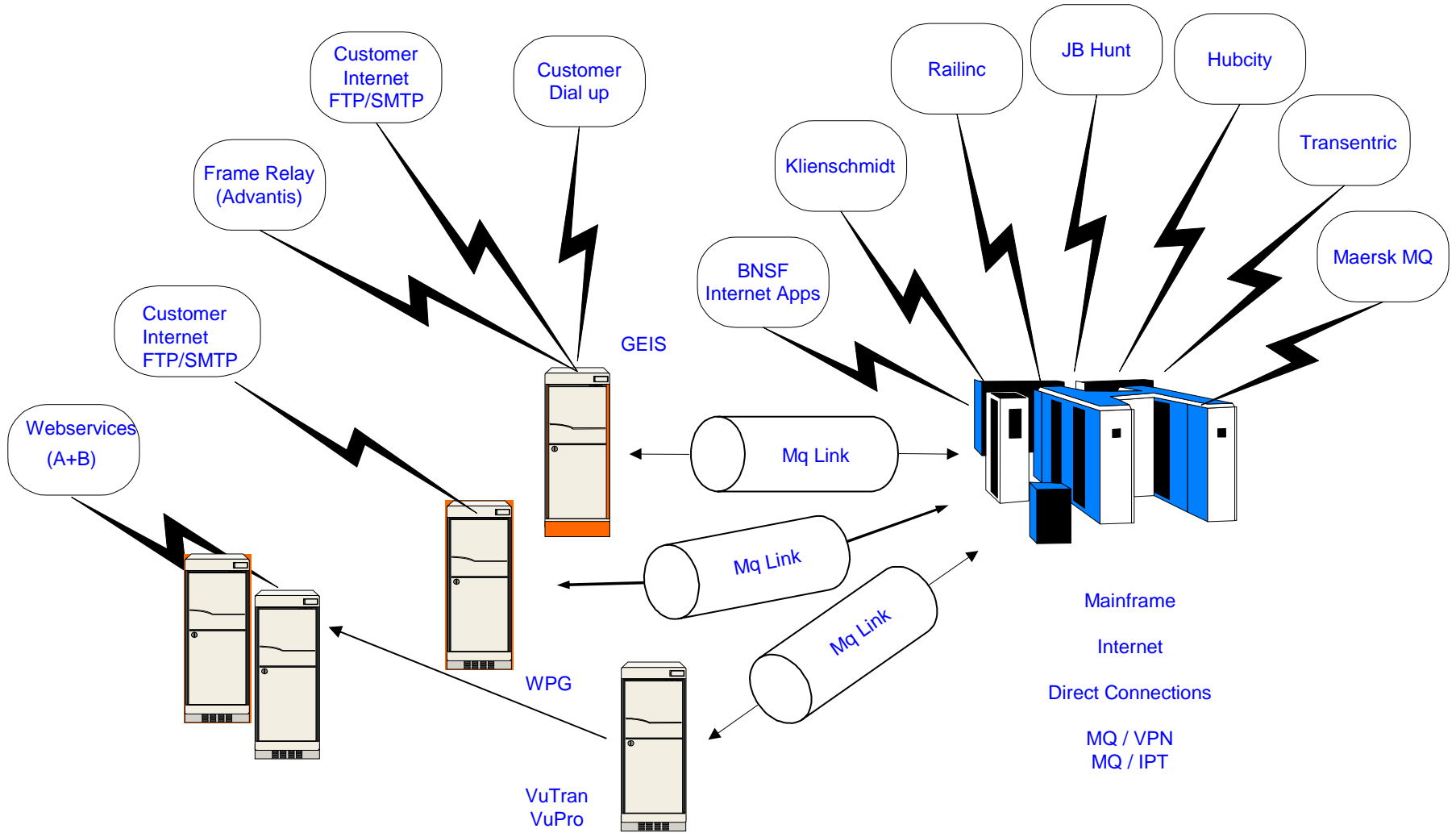


- WDI version 3.2 on zOS & DB2/ MQ Series/CICS
 - Batch and Real Time
 - Inbound data translated to application formats for BNSF downstream systems
 - Outbound data is translated into standard formats for external trading partners
 - Utilize X12, Rail, EDIFACT and XML standards
 - 99% of the translation done is EDI
 - XML using Data Transformation portion for mapping

- WBI Message Broker
 - AIX
 - Message Routing

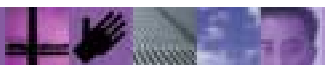
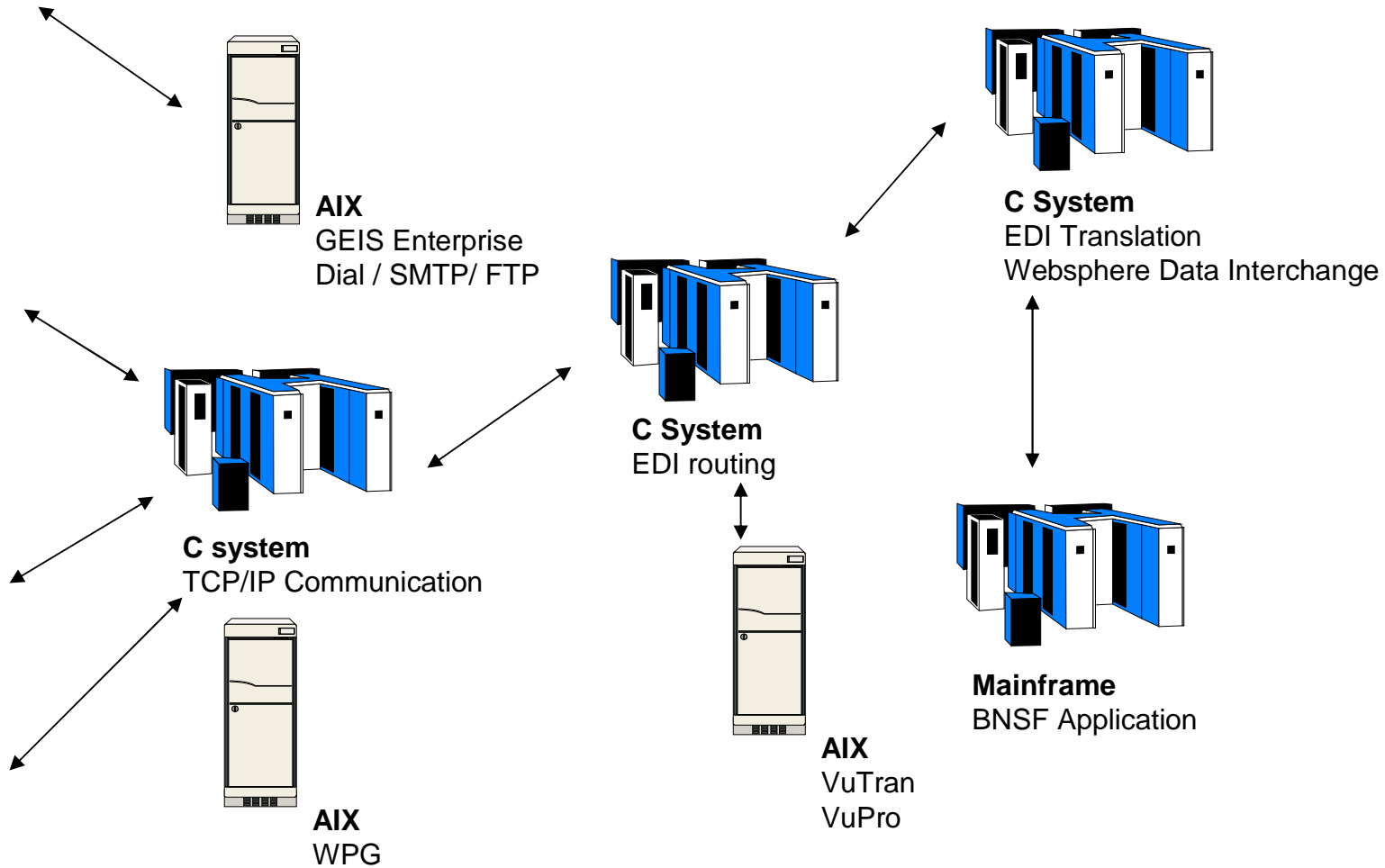
- WAS/WPG
 - AIX
 - Web based communications
 - Trading Community Management







- | |
|--|
| Misc Comm. |
| Dial Async /
Bisync
SMTP
FTP
Frame Relay MQ |
| Direct Lines |
| LU 6.2
Railinc
Kleinschmidt
Transentric
Hub Group
JB Hunt |
| Internet |
| BNSF Web
Applications
AWI – 404
NetED – 422 |
| Internet |
| Maersk MQ |



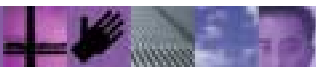
Summary



- High Volume
- Time Sensitive
- Standard EDI Transactions
- XML
- Any to Any Mapping
- Web Services
- Solutions driven by business and customers
- End to End and Exception Monitoring
- Audit & Management reporting



Note: All pictures included in this presentation are copyrighted and were taken by BNSF employees.





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Customer Panel – Customs and Border Protection

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Bud Blankenship

A horizontal decorative banner with various icons including a flag, a globe, a person's face, and a cross.

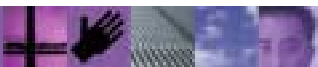
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U.S. Customs and Border Protection

U.S. Department of Homeland Security is:

- Bureau of Customs and Border Protection (CBP)
- Transportation Security Administration (TSA)
- Immigration and Customs Enforcement (ICE)
- Federal Emergency Management (FEMA)
- Coast Guard
- Secret Service
- etc.

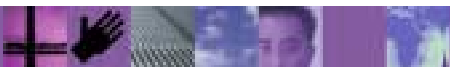




U.S. Customs and Border Protection

U.S. Customs and Border Protection Mission

We are the guardians of our Nation's borders. We are America's frontline. We safeguard the American homeland at and beyond our borders. We protect the American public against terrorists and the instruments of terror. We steadfastly enforce the laws of the United States while fostering our Nation's economic security through lawful international trade and travel.



EDI Program Scope



U.S. Customs and Border Protection

Passenger (Passenger/Vessel)

- **65K** EDI Messages per day (EDIFACT) **

Imports - Air Cargo

- **700K** EDI Messages per day (Prop) *

Imports - Ocean

- **425K** EDI Messages per day (X12)

Imports - Rail

- **150K** EDI Messages per day (X12)

Imports - Truck

- **70K** EDI Messages per day (X12 EDIFACT) **

Exports - All Modes

- **175K** EDI Messages per day (X12 / Prop)

Automated Broker Interface - Entries

- **1.3+ Mil** EDI Messages per day (Prop) *

Other (Foreign Governments, U.S. Agencies, etc)

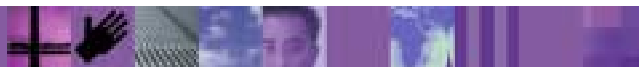
Immeasurable !!

EDI Formats:

- EDIFACT
- X12
- IATA
- Proprietary



** - Significant growth expected
 * - WDI Not currently used for process



EDI Process Infrastructure



U.S. Customs and Border Protection

WDI 3.2 on zOS

- 25 independent CICS / MQ / 'Z' platforms
- Using 'Hot' WDI
- Maps – 72 S/R, 3 DT's
- 750+ Trading Partners
- Client FP 19
- DB2
- WDI 3.2 (full migration completed Fall '05)
- "DI" Cheerleader since 1993

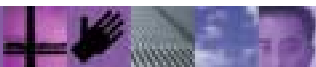


CICS TS 2.3

- Multi-threaded long running 'daemon' MQ Triggered CICS tasks
- CICS-Plex Trade front end

MQ Series 6.0

- Largest user of MQ Series on the planet !



EDI Processing Framework



U.S. Customs and Border Protection

Import Brokers

Carriers

Exporters

Forwarders

Shippers

OGA's

Foreign Gov

VANs

ASPs

EDI Translation Server (z/OS)



Imports

MQ

Exports

MQ

Passenger

MQ

Distributed Apps

MQ

External Comms Interface:

- VPN via Internet using MQ Client or MQ Server
- MQ Server over Frame Relay

Appl Platforms:

- Z/OS
- UNIX
- Windows/NT



Questions ?



U.S. Customs and
Border Protection

