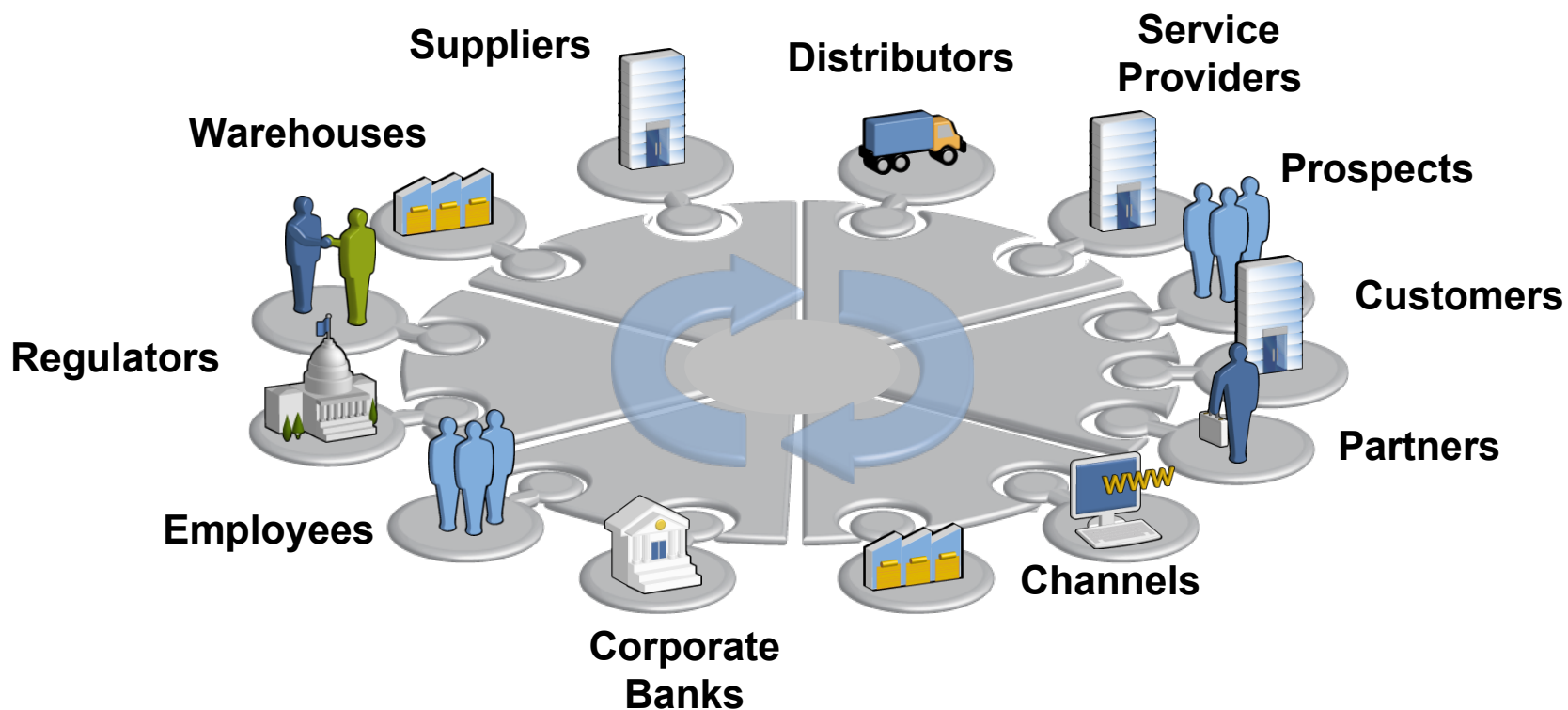




Reducing the total cost of ownership of B2B collaboration with IBM® Sterling B2B Integration Services



B2B collaboration enables the dynamic business network

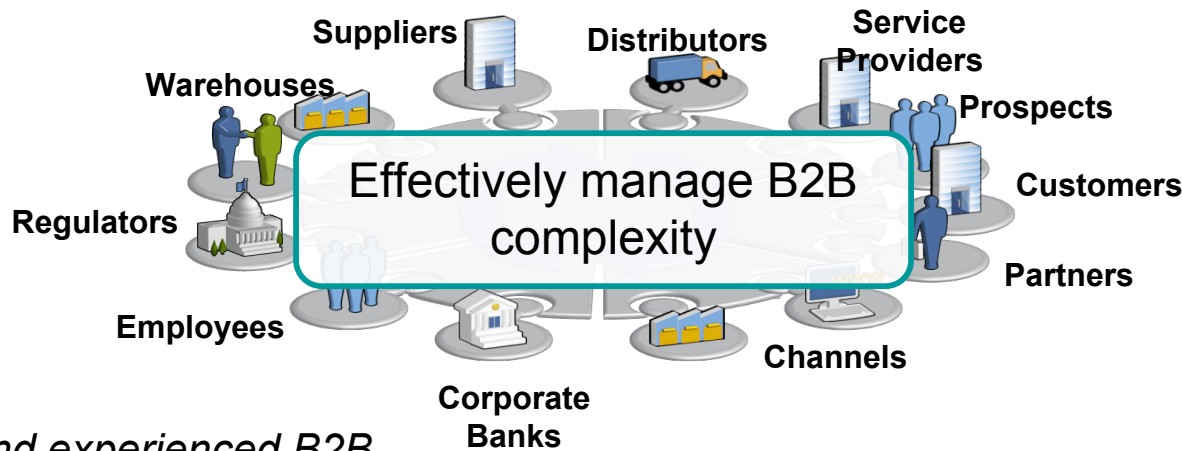


Connect, communicate, and collaborate with customers, partners, and suppliers

It's difficult and expensive to optimize B2B collaboration with limited capacity and capability

Expensive and resource-intensive to meet document processing expectations

Too many manual processes create too many errors and negatively impact key processes like order-to-cash, procure-to-pay, and reverse logistics



Skilled and experienced B2B resources are in short supply, expensive, and difficult to retain

Limited IT bandwidth impacts the amount of support IT can provide to LOB projects

Heightened business expectations drive the need for B2B excellence

Required capabilities drive up the total cost of ownership of B2B collaboration



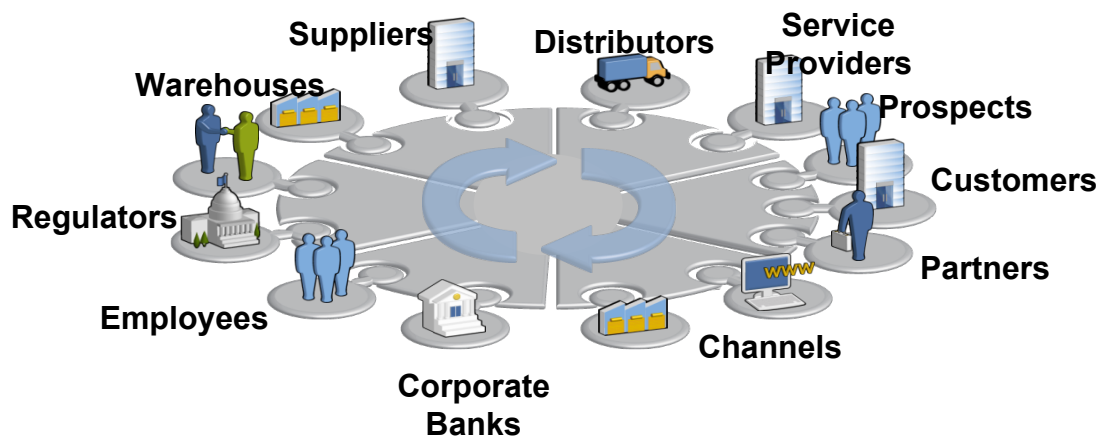
Trading Partner Support

Multi-lingual and multi-time zone support to meet the expectations of the extended global trading community



B2B Visibility

Trading partner connectivity requirements to eliminate manual processing errors and enable a single real-time view across the supply chain



B2B Process Management

Skilled and experienced people required to optimize B2B business process

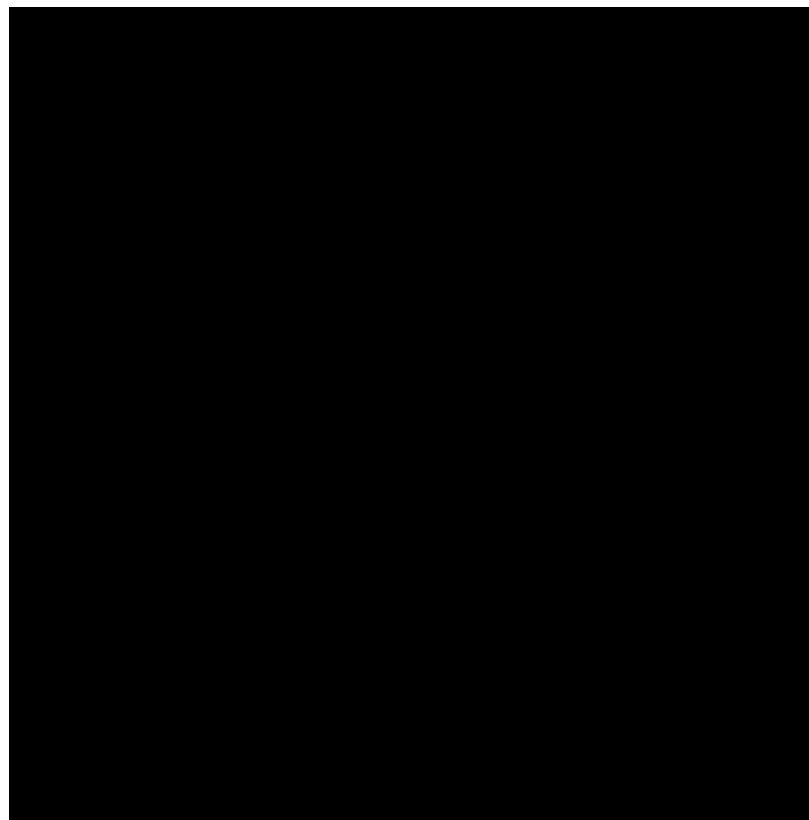


B2B Integration Infrastructure

Optimized and scalable to support the increasingly complex ways global trading partners want to do business

How to reduce the total cost of ownership of B2B collaboration in today's economic climate

- On Demand and Managed B2B Integration:
 - Enables the benefits, but spreads the cost in a “pay for use model”
 - Helps manage fluctuations in business needs
 - Leverage economies of scale:
 - On demand B2B technology configured for your business
 - Managed Services, people, and process



A comprehensive solution: The IBM Sterling B2B Integration Services



B2B Integration	Process Visibility	B2B Process Mgmt	Trading Partner Support
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- Global B2B Network
- Business Continuity and Security Services
- Mapping and Translation Services
- Supplier Portal, Managed AS2, Fax-to-EDI
- Partner Onboarding Services

- Data and Business Process Visibility

- Transition Services
- Document Process Management
- Integration Services
- Enhanced/Customized Support
- Program Management

- Trading Partner Help Desk
- Trading Partner Integration Services

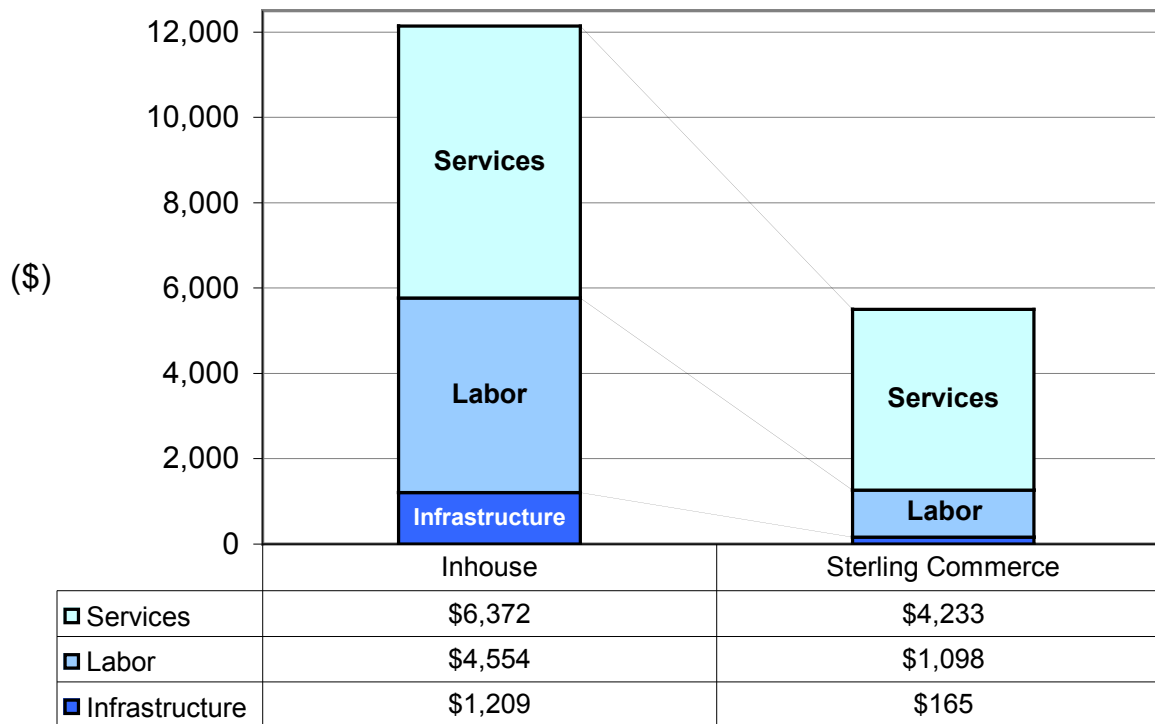
Outsourcing B2B services delivers measurable benefits

- For every \$1.00 invested in IBM Sterling B2B Integration Services, companies in this study, on average, realized \$3.57 in reduced costs, increased productivity, and other business benefits

*Business Value of IBM® Sterling B2B Integration Services for B2B Integration, IDC White Paper, 2009

Outsourcing B2B services delivers measurable benefits

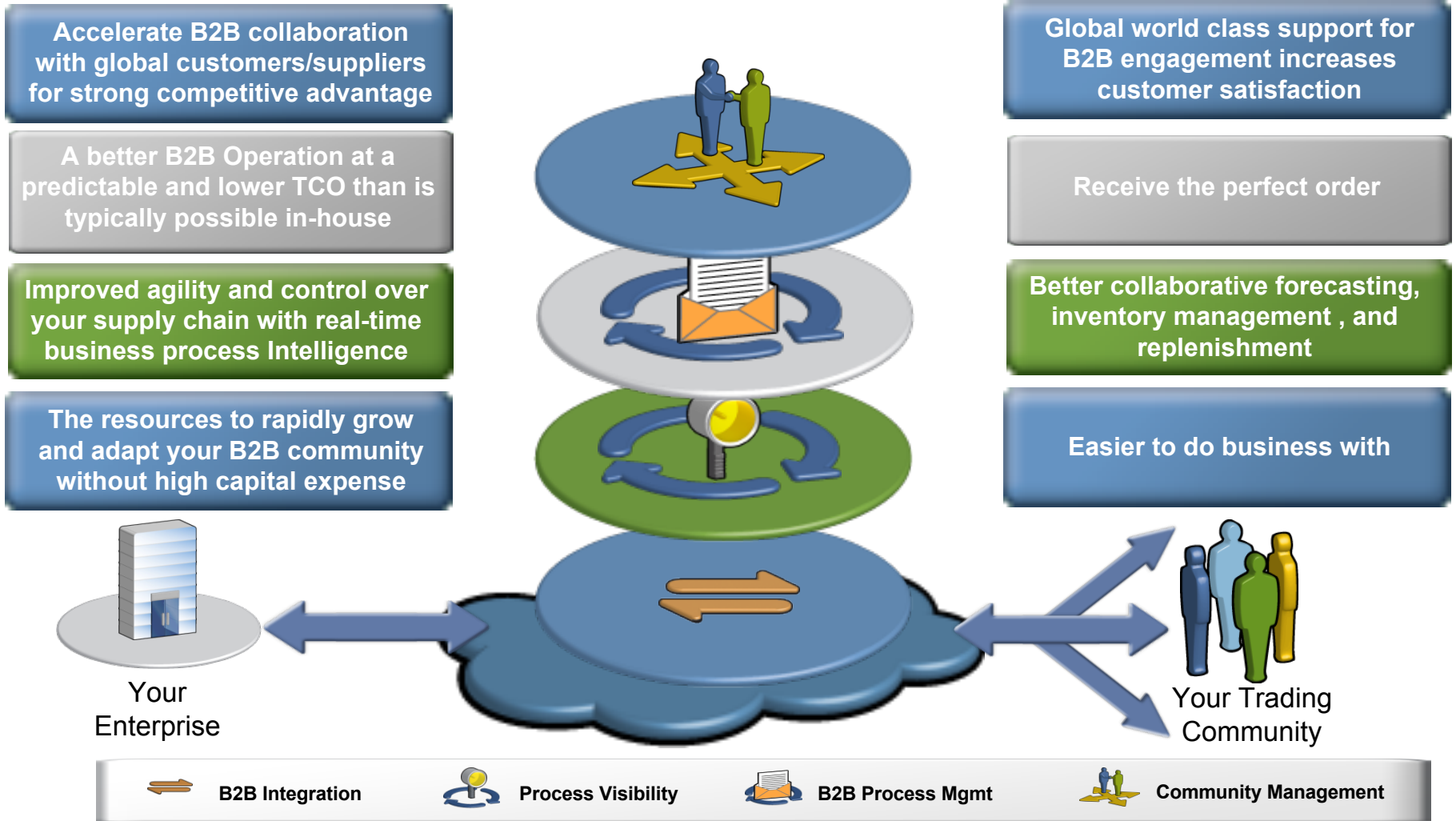
Reduced annual total cost of ownership per partner



- Total cost of ownership reduced 121%:
 - Inhouse: \$12,135
 - IBM Sterling: \$5,496
- Services - VANs and 3rd party support:
 - Savings: \$2,139
 - Reduced 34%
- Labor - B2B and IT support staff:
 - Savings: \$3,456
 - Reduced 76%
- Infrastructure - Servers, networking, space, power:
 - Savings: \$1,044
 - Reduced 86%

*Business Value of IBM® Sterling B2B Integration Services for B2B Integration, IDC White Paper, 2009

The benefits to our customers and their trading community



IBM Sterling B2B Integration Services delivering value for our customers

Customer results:

- Reduced total cost of ownership of B2B operations
- Provided visibility and control over collaborative processes
- Automated data flow processes, reducing errors
- Reduced internal resources required to manage B2B environment
- Improved customer satisfaction
- Decreased trading partner onboarding times

Capabilities needed from an integration service to reduce the total cost of ownership of B2B collaboration



- On demand B2B integration and visibility



- B2B business process management



- Trading partner support



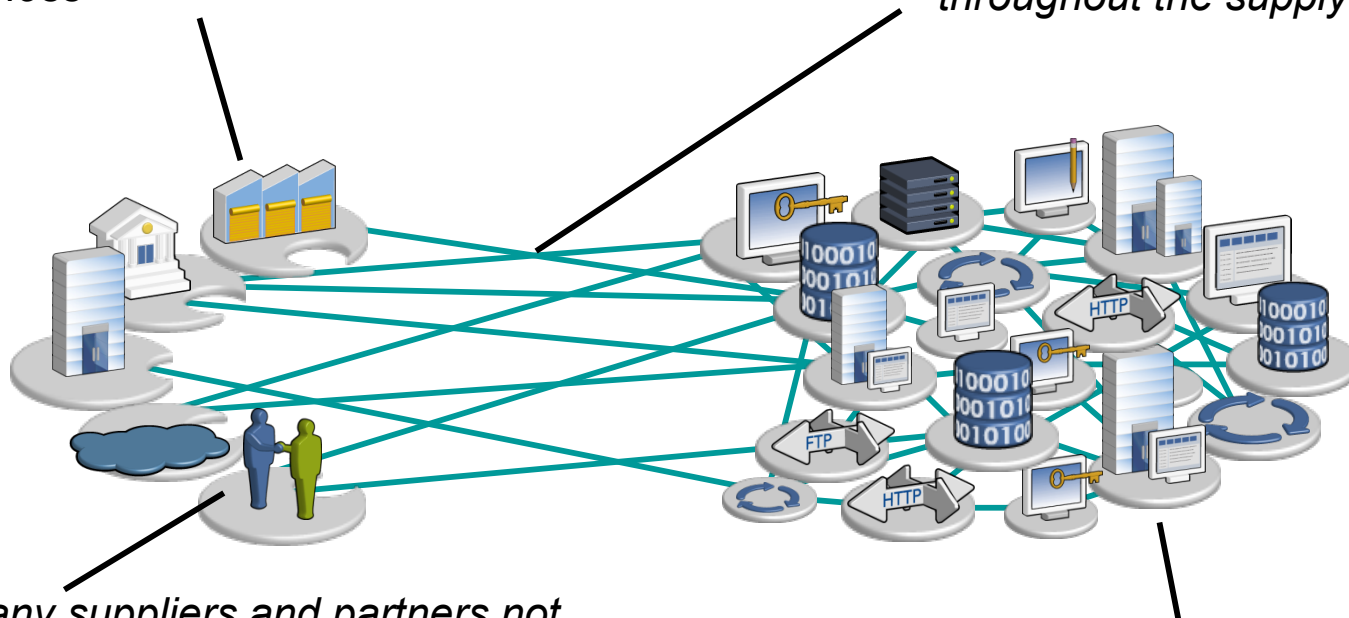
On demand B2B integration and visibility

The challenges of creating an agile B2B integration infrastructure and enable visibility



- *Expensive to handle the diverse ways my global customer wants to do business*

- *Too hard to see full inventory throughout the supply chain*



- *Too many suppliers and partners not connected*

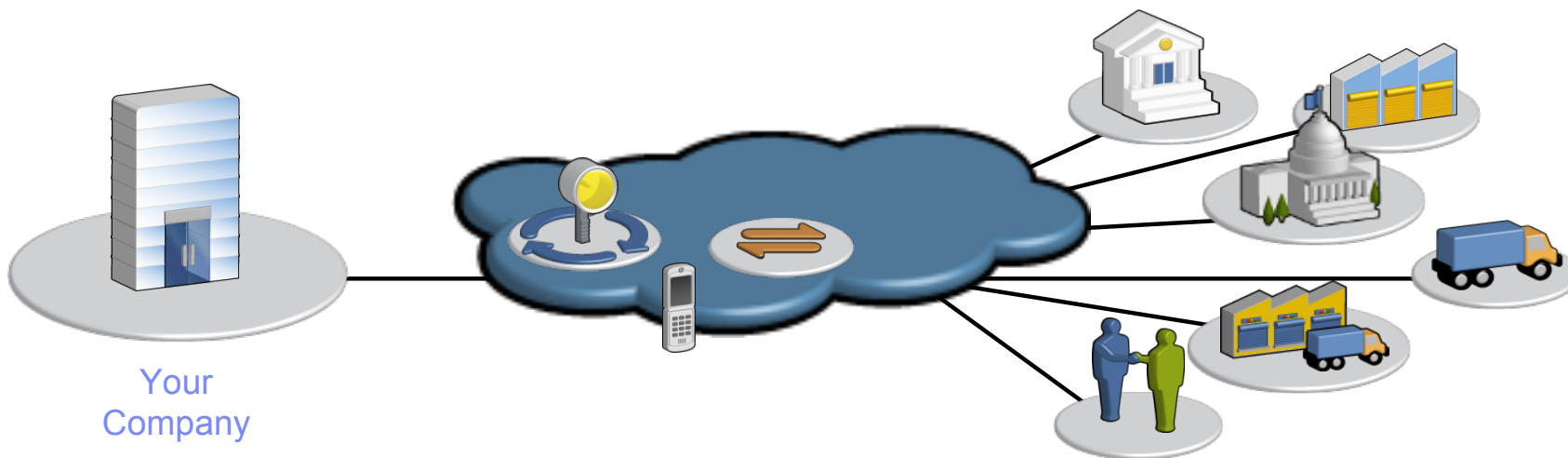
- *“Islands of integration” make it too hard, too expensive, and too slow to respond to the diverse ways global trading partners want to do business*

Required capabilities



- Eliminate multiple integration platforms and “islands of integration”
- Be able to exchange B2B data securely with anyone, anywhere regardless of data format, communication protocols, and capability
- Improve B2B service levels – to internal and external customers
- Ability to easily integrate business partner transactions with backend applications
- Services to rapidly onboard existing and new partners
- Create B2B data visibility
- Create real-time supply chain visibility
- Reduce the burden on internal resources
- Demonstrate rapid ROI

IBM Sterling solution – IBM Sterling B2B Integration Services Basic



B2B Integration	Process Visibility
------------------------	---------------------------

- Global B2B Network
- Business Continuity and Security Services
- Mapping and Translation Services
- Supplier Portal, Managed AS2, Fax-to-EDI
- Partner Onboarding Services

- Data and Business Process Visibility

Automotive supplier automates and streamlines B2B processes without high capital investments

Challenge

- Needed to automate manual B2B data processing with new ERP system, but faced a shortage of in-house resources to manage a B2B integration project

Solution

- IBM Sterling B2B Integration Services - operating all or part of a company's B2B integration infrastructure and processes leveraging cloud technologies to enable acceleration of ROI for B2B projects

Results

- Total cost of ownership for B2B collaboration reduced by 90%
- Removes burden on internal IT resources
- Improves visibility into supply chain resulting in higher customer satisfaction and lower costs



Customer Profile

Company manufactures metal components for the automotive industry. The company supports the North American automotive market and is one of the world's top manufacturing specialists in metal forming and machining.

Proof points



- To leverage the economies of scale, IBM creates to deliver a single secure, agile, and flexible on demand B2B integration platform with real-time business process visibility able to respond to market conditions without high capital expense
- The multi-tenancy B2B integration platform
- Our secure B2B collaboration network includes:
 - Connections to over 300,000 trading entities
 - No trading partner left behind services
- Recognized market leader for Integration and Application software and services



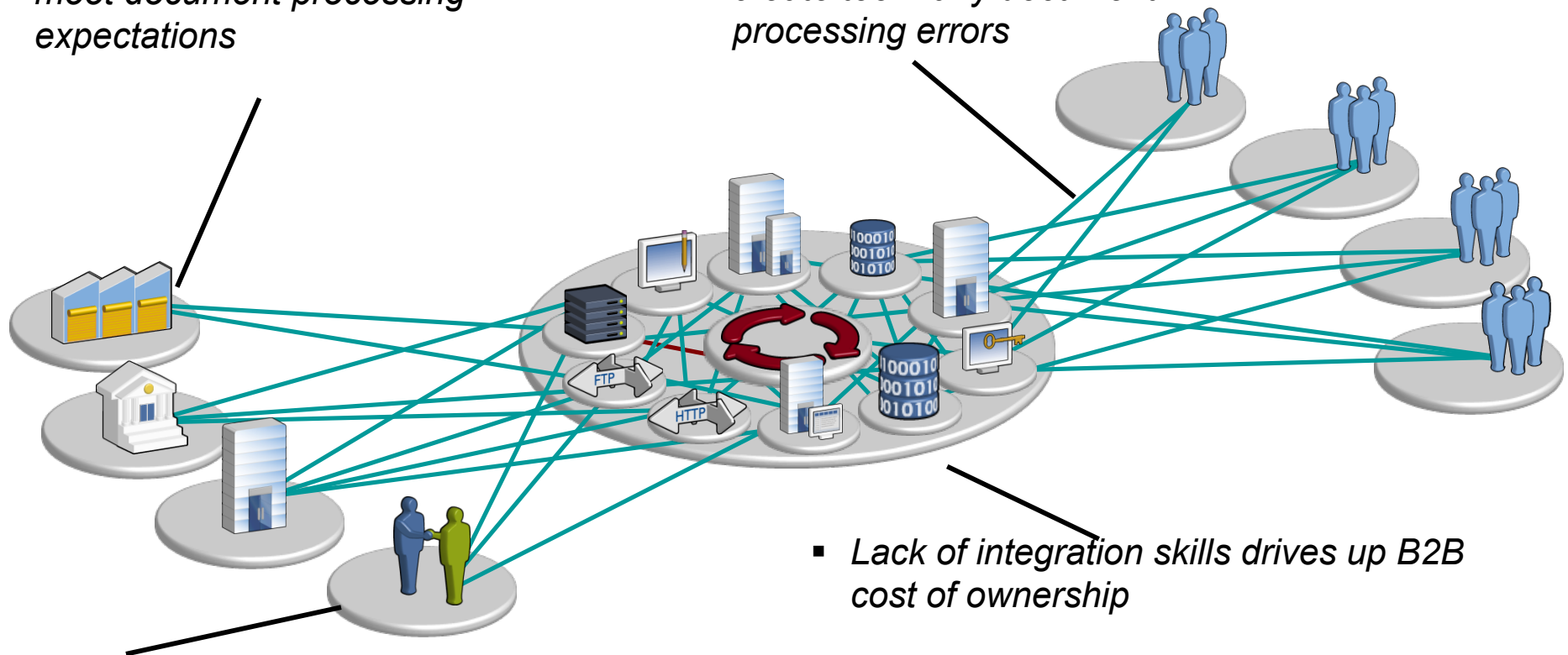
B2B process management

The challenges managing B2B business processes



- *Expensive and resource draining to meet document processing expectations*

- *Too many manual processes create too many document processing errors*



- *Lack of integration skills drives up B2B cost of ownership*

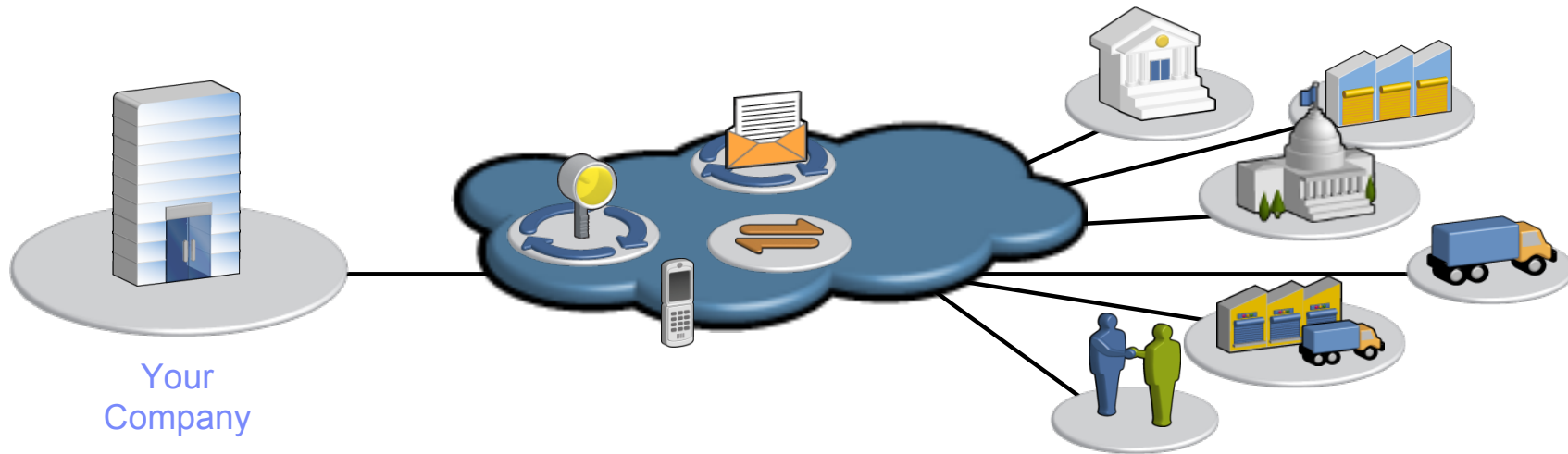
- *Skilled and experienced B2B people are in short supply, expensive, and difficult to retain*

Required capabilities



- Eliminate lost revenue and increased costs from too many order, price, and invoice errors
- Find more efficient ways to support and increase the effectiveness B2B business processes
- Minimize labor costs
- Gain/acquire/retain global access to skills and technology
- Create and meet specific and customized B2B service levels – internal and external customers

IBM Sterling solution - IBM Sterling B2B Integration Services Plus



B2B Integration



Process Visibility



B2B Process Mgmt

- Global B2B Network
- Business Continuity and Security Services
- Mapping and Translation Services
- Supplier Portal, Managed AS2, Fax-to-EDI
- Partner Onboarding Services

- Data and Business Process Visibility

- Transition Services
- Document Process Management
- Integration Services
- Enhanced/Customized Support

Wholesale agricultural distributor grows and operates more efficiently

Challenge

- Error prone manual processing of data
- Lack of B2B infrastructure integration with backend systems resulting in entire day to process an order
- 70% of business occurs between March and May made bringing in-house not economically viable
- Sales data took up to 3 days to process, resulting in limited visibility over business processes

Solution

- IBM Sterling B2B Integration Services Plus - operating all or part of a company's B2B integration infrastructure and processes leveraging cloud technologies to enable acceleration of ROI for B2B projects

Results

- Maximized business opportunities with scalability to handle a large influx of data during short periods
- Better B2B integration internally and with customers resulting in increased profitability and reliability
- \$10-\$20 million in growth attributed to the solution



Customer Profile

Herb, flower, and vegetable plant supplier to retail stores throughout the United States and Canada

Proof points



- Reduce B2B total cost of ownership by reducing the cost and increasing the reliability of B2B operations:
 - Reduce order, price, and invoice errors by using our expertise to manage your document delivery process
 - Optimize your B2B strategy with integration services designed to make your B2B business processes more efficient
- Cradle-to-grave project/service management
 - Someone who knows their business, not just the technology around the service
- Industry experience and focus
 - Keeping you one step ahead of the competition
- Global delivery model using regional personnel focused on quality
 - A consistently high-level of service localized for customers, subsidiaries, and trading partners



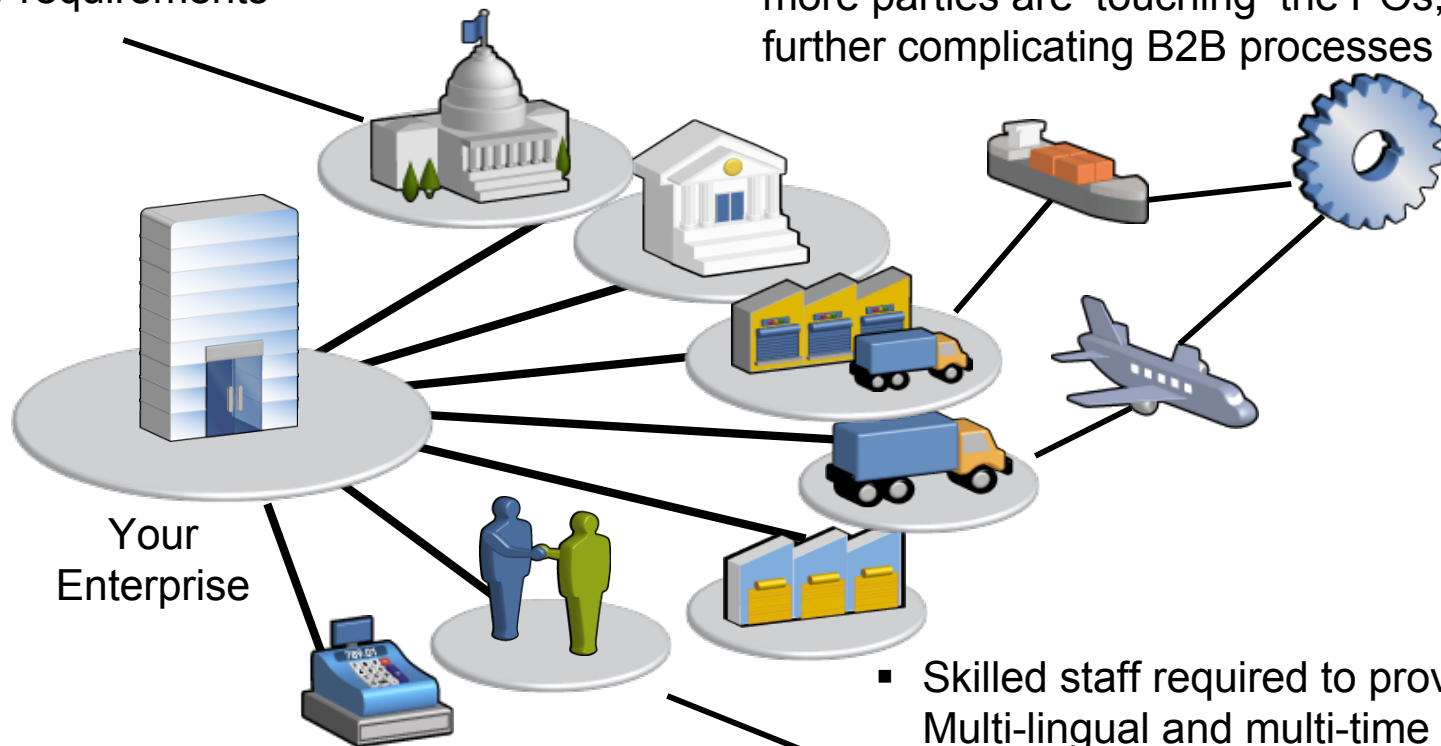
Trading partner support

The challenges of supporting a diverse trading community



- Rapidly changing compliance and regulatory requirements

- Global trade means the supply chain lengthens, lead times get longer, and more parties are 'touching' the POs, further complicating B2B processes



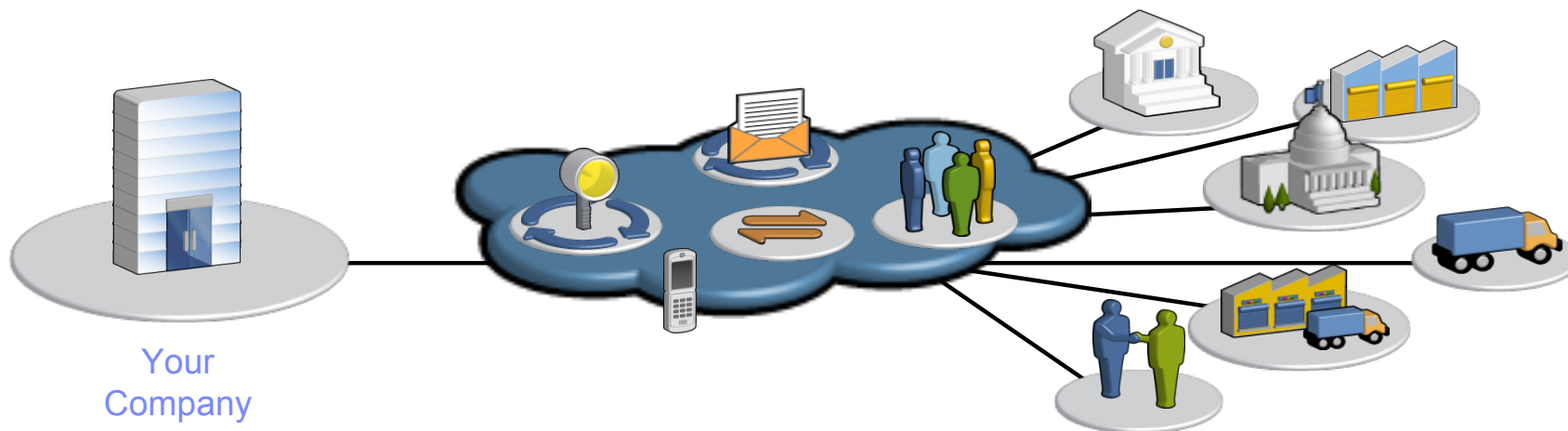
- Skilled staff required to provide Multi-lingual and multi-time zone support to meet the expectations of the extended global trading community

Required capabilities



- Trading partner support is able to assist in resolving document processing and other B2B integration issues across time zones, geographies, and speaking different languages

IBM Sterling solution – IBM Sterling B2B Integration Services Plus with optional Trading Partner Support



B2B Integration



Process Visibility



B2B Process Mgmt



Trading Partner Support

- Global B2B Network
- Business Continuity and Security Services
- Mapping and Translation Services
- Supplier Portal, Managed AS2, Fax-to-EDI
- Partner Onboarding Services

- Data and Business Process Visibility

- Transition Services
- Document Process Management
- Integration Services
- Enhanced/Customized Support

- Trading Partner Help Desk
- Trading Partner Integration Services

US transportation and logistics company reduces time to respond to customer change requests

Challenge

- Respond to demand for varying customer B2B requirements and improved customer satisfaction without driving up costs
- Legacy EDI environment
- Need ability to respond to client changes in 2 Hours

Solution

- IBM Sterling B2B Integration Services Plus with trading partner support – for operating all or part of a company’s B2B integration infrastructure and processes leveraging cloud technologies to enable acceleration of ROI for B2B projects

Results

- Reduced the time required to respond to customer change request from several days to 2 hours
- Reduced TCO for B2B Operations
- Eliminated back log of onboarding
- Improved service levels



Customer Profile

Truckload transportation for medium and long hauls with 5,000 tractors and 20,000 trailers and \$1 billion in annual revenue

Proof point



- Accelerate B2B collaboration with global customers and suppliers by leveraging our B2B expertise:
 - Ensure supplier compliance by using our experts to monitor and support your B2B community
 - Functional acknowledgement monitoring and tracking at the trading partner level
 - Meet your business commitments with trading partner support response
 - Level 1 telephone, Web, and email support for each registered trading partner
 - Roll out new products and services faster by using our expertise to provide global trading partner support
 - Trading Partner has direct dial access to assigned client service representative

Summary

IBM Sterling B2B Integration Services

Providing measurable business benefits

- Facilitate growth:
 - Pay-as-you use model provides the resources to rapidly grow and adapt your B2B community without high capital expense
 - On average, the shift to Sterling B2B Integration Services pays for itself in 9.4 months*
- Reduce B2B total cost of ownership:
 - On average, for every \$1.00 invested in Sterling B2B Integration Services, realized \$3.57 in reduced costs, increased productivity, and other business benefits.*
 - 121% reduction in the cost of supporting trading partners*
- Accelerate B2B collaboration:
 - Roll out new products and services faster by using our expertise to provide global trading partner support
 - Faster onboarding meant an additional nine days of revenue per new partner, resulting in \$295 in increased profitability per partner*

*Business Value of Sterling Managed Services for B2B Integration, IDC White Paper, 2009

Thank You

Questions?