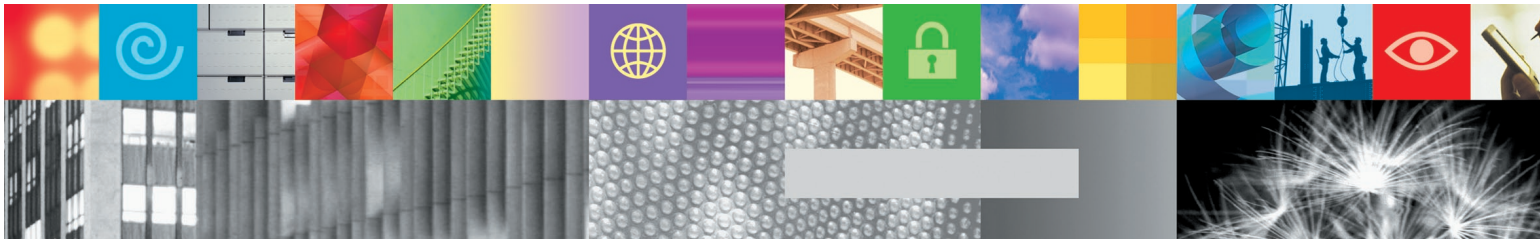




Connect your partners globally using open standards to reduce time to market.



Highlights

- Get products to market rapidly and efficiently with a supply chain integration solution that helps you respond quickly to global market conditions
- Connect large and small trading partners smoothly and cost-effectively with a business-to-business (B2B) hub that lets you integrate disparate internal and external processes and technologies
- Leverage supply chain visibility and market insight to drive competitiveness and shareholder value
- Establish a near-real-time view of supply and demand, then rapidly adjust your processes and infrastructures when needed

Get products to market rapidly for enhanced competitiveness

To satisfy insatiable demands for faster, cheaper and better products, companies in the electronics industry need to quickly understand market needs, then seamlessly adjust their infrastructures and processes to fully utilize available supplies and services. With products whose life cycles decline rapidly, delivering them to market quickly is crucial to success; after a new product hits the market, competitors quickly follow — and begin eating into your profits.

As a result, firms in the electronics industry must work with global partners in all facets of the supply chain, such as development, manufacturing and distribution. To optimize this global supply chain efficiently, all the individual

players need to be connected — in near real time.

But there are many challenges to integrating global supply chain players. For example, so many different entities are involved that to develop a successful B2B solution, an organization must incorporate potentially countless processes and technologies. And within this ever-growing universe of supply chain players, there are many small partners that lack a sophisticated B2B infrastructure — and don't have the funds to build one that will connect with most enterprise B2B hubs. That's why your organization should deploy a B2B hub that lets you seamlessly integrate large and small global supply chain players and streamline processes to satisfy customers, partners and shareholders.

Leverage IBM's electronics industry expertise to transform your supply chain

IBM solutions for the electronics industry bring together the IBM extensive portfolio of hardware, software and high-value services — and its wide network of Business Partners — to address the most prevalent challenges for clients in the industry. IBM solutions and electronics industry experience help each client accelerate its progress in becoming an On Demand Business — so it can respond with flexibility and speed to virtually any customer demand, market opportunity or external threat.

Creating business processes with a *service orientation* has emerged as the best way to achieve that flexibility and speed, as well as agility and resilience. Service orientation takes everyday business applications and breaks them into individual business tasks, called services. These services can then be shared with other departments within your company, integrated with your trading partners and exposed directly to customers to create new or modified business processes. As a result, you have the flexibility to easily respond to changing market requirements. And because these services can tie together existing enterprise resource

planning (ERP), human resources (HR), customer relationship management (CRM) and supply chain systems from leading vendors such as SAP, Oracle, Siebel and JD Edwards, there is no “rip and replace” required. Furthermore, these services can be used across multiple processes — rapidly, easily and consistently — to help drive improved time to value and reduced costs.

IBM software, a key building block of the IBM solutions for the electronics industry, is vital to employing a service orientation strategy. It helps our clients achieve business flexibility by enabling them to model, assemble, deploy and manage business processes for today's on demand business environment.

With IBM supply chain integration and RosettaNet for electronics— which supports IBM software for electronics value chain management — you can address the complete integration problem within and outside of your enterprise. By leveraging industry standards established by RosettaNet, you can unite a variety of enterprise standards, protocols and transportation methods. IBM's flexible, low-risk and cost-effective solution can help you:

- Drive competitiveness and shareholder value by building an open standards-based supply chain integration solution.
- Minimize the cost and complexity of onboarding global players that use disparate processes and technologies.
- Speed products to market by leveraging supply chain visibility and up-to-the-minute insight into global market conditions.
- Streamline partner data exchanges and enable efficient transactions by helping minimize errors and time-consuming manual processing.

Rely on broad industry expertise and open industry standards to build a successful supply chain solution

So you can operate your supply chain in the responsive fashion an on demand business requires, you need an open standards-based solution that incorporates real-time information sharing across systems and enterprise boundaries. A founding member of RosettaNet, IBM works closely with the nonprofit consortium to help develop and deploy open standards that align processes within global trading networks. As a result of its collaboration with the standards organization, IBM can implement tailored solutions that create a common language for most types of business transactions.

For example, a manufacturing executive needs insight into key processes in order to streamline manufacturing capabilities. Using such a solution, important decision-making abilities — driven by accurate, up-to-date data regarding work in progress, inventory and other supply chain processes — can be made quickly and efficiently through standardized data exchanges.

Due to its deep electronics industry expertise and internal experience with its own supply chain integration, IBM understands the real operational and financial value of flexibly integrating internal and external supply chain processes, technologies and partners. IBM can deploy a solution that helps you rapidly achieve substantial value from your investment and minimize risk by using proven reference architectures, key performance indicators, best practices and industry-specific assets. And because IBM software for RosettaNet for electronics is based on open industry standards and software like IBM WebSphere® Partner Gateway, you won't need to "rip and replace" your existing infrastructure to implement the solution.

Get small and large players onboard quickly and cost-effectively

Perhaps a small independent company in another country is your best source

for assembling electronics components for a new product you're ready to market. You could easily capture the value of this company's services if it were a full participant in your enterprise hub.

Unlike enterprise hubs that are too difficult and costly for most small players to tackle, IBM supply chain integration and RosettaNet for electronics is based on WebSphere Partner Gateway software, which lets you build a B2B hub that uses the latest, customized RosettaNet Trading Partner Implementation Requirements (TPIR) Partner Interface Process schemas (PIPs). Utilizing these PIPs, you can rapidly extend your hub to include large and small supply chain partners — so you can take full advantage of economies of scale. Minimize cost and implementation time by using 38 preloaded and configured PIPs — and reduce the duplication that's inherent in multiple B2B gateways and channels. So you'll have a holistic way to collaborate with various organizations across enterprise boundaries.

With IBM software for supply chain integration, you can take advantage of the latest standard development available in RosettaNet Automated Enablement (RAE). As a result, you can connect with smaller business partners and realize the full benefit of RosettaNet

PIPs without requiring partners to deploy a full B2B gateway. RAE leverages intelligent forms to enable PIPs and is critical to the growth of B2B integration in the emerging geographies where a large part of your supply base is probably located.

IBM software for RosettaNet for electronics is further enhanced with solutions from Viacore, an IBM Business Partner. Viacore's Business Tone® solution enables an automated technique to help accelerate onboarding of supply chain partners. The service offering provides deep, real-time partner access through the establishment and management of channels. Other end-to-end partner onboarding services include partner readiness assessment, as well as management, testing and activation.

In addition to the Business Tone solution, IBM Global Services can host your B2B solution infrastructure and provide ongoing management of all your B2B transactions by maintaining and monitoring message traffic flowing through your hub.

Get products to market rapidly and intelligently

Imagine a scenario where your latest MP3 player is in extremely high demand in one country while sales lag in other

Amkor builds a cost-effective B2B platform that links supply chain partners quickly and easily.

Challenge: Enable real-time data sharing through the creation of an easy-to-manage B2B hub that connects distributed manufacturing execution systems with the IT infrastructures of several key customers.

Solution: Implementation of a new B2B platform based on IBM WebSphere software and Viacore's Business Tone services.

Benefits: Real-time visibility into multiple customer transactions and manufacturing activities; seamless integration of customer information with a variety of business intelligence, supply chain management and enterprise resource management applications; a 75% reduction in partner onboarding time and a 60% reduction in the costs required for partner onboarding.

parts of the world. Without an infrastructure that provides targeted, timely insight into supply and demand, it would be difficult to quickly adjust your internal processes to deliver increased numbers of these MP3 players to the right place at the right time.

Through WebSphere Partner Gateway software, you can establish a near-real-time view of current market trends — then, connect with the right manufacturers, assemblers, testers, shippers and resellers around the world to deliver the products your customers really want. By leveraging detailed knowledge about which partners are best suited to participate at each step of the supply chain process, you can get products to market fast, efficiently and at a profit and price point that satisfy both shareholders and consumers.

Promote collaboration, accuracy and efficiency in partner transactions

If your B2B infrastructure is typical, you may have multiple gateways and channels that fail to provide a holistic view into all your B2B messaging traffic. And the techniques you use in-house may not support rich collaboration among employees and partners.

IBM software for supply chain integration includes a variety of software and services to simplify and improve internal and external transactions. Using WebSphere Partner Gateway software, you can readily manage all inbound and outbound traffic with buy-side and sell-side partners. You can also establish community integration for any number of partners and provide unmatched visibility of interactions for all those that are connected. As a result, you can immediately evaluate all operations at a detailed level, including specific transactions and partner status.

For example, CFOs and other financial executives realize immediately the benefits of technology that doesn't require "ripping and replacing," integrates with numerous existing back-end systems and is cost-effective. This solution enables manufacturing teams to more productively engage business partners, yet it meets the challenging financial mandates of a highly competitive, global industry like electronics.

A proven industry solution, IBM software for RosettaNet for electronics supports multiple communication

frameworks, such as Applicability Statement 2 (AS2), RosettaNet Implementation Framework (RNIF), Simple Object Access Protocol (SOAP) and others. Using IBM supply chain integration and RosettaNet for electronics, your employees have the tools they need to interact and collaborate in a personalized way, obtain information dynamically to make intelligent business decisions rapidly and execute business processes using composite applications built with a service orientation.

Business Partners help further leverage IBM software capabilities

IBM supply chain integration and RosettaNet for electronics is complemented by applications and services provided by our IBM Business Partners — including the hundreds of Business Partners specializing in service

orientation — helping to make this solution a world-class foundation for collaborating with trading partners and customers around the world. Working in partnership with our clients, IBM and IBM Business Partners can help meet the needs of today's electronics industry organizations.

For more information

IBM is unique in its combination of unmatched electronics industry experience, deep service orientation skills, unparalleled Business Partner network, and software and technology product excellence — and as a result is a clear leader in service orientation. We can help you get started with service orientation, whether for the enterprise, a departmental initiative or a single project. IBM is the ideal partner for electronics industry organizations

seeking to meet the challenges of enhancing customer loyalty and brand equity to combat customer defection; managing the increased complexity of the enterprise, including processes that extend to collaborations with business partners; and growing businesses in new and innovative ways.

To learn more about IBM supply chain integration and other electronics industry-specific offerings, contact your IBM representative or IBM Business Partner, or visit ibm.com/software/industries/electronics



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