

Help improve efficiencies and reduce costs. Become an on demand business.

IBM software solutions for consumer products manufacturers



Highlights

- **Control inventory efficiently to help lower administrative costs**
- **Improve communications across the entire supply chain**
- **Optimize warehouse utilization to help improve cost efficiency**
- **Improve accuracy in the order-shipment process, helping to maintain or improve customer satisfaction**
- **Improve scheduling efficiency, route profitability and fleet utilization**

Solutions that meet consumer packaged goods challenges

From food and beverage to tobacco, agricultural and household products, consumer products manufacturers share one common trait—you rely on volume and efficiency to remain profitable. Because most consumer products have relatively low price points, you're challenged to squeeze as much efficiency from your supply chain as possible, in order to realize greater margins. At the same time, changes in buyer demographics, habits and attitudes can have dramatic effects on what, when, where and how much they purchase—changes you need to recognize and respond to quickly to avoid losing sales. Meanwhile, compliance with increasing government regulations requires you to report to agencies like OSHA, the EPA and the FDA on a variety of consumer product safety data—activities that could keep you from focusing on sales.

These challenges can be met with opportunities presented by new Internet technologies—letting you take advantage of new markets and better business processes. The right mix of solutions can help you deliver e-business on demand™—by responding to customer and market changes in real time. Complying with government regulations without disrupting key business activities. And gaining the resilience you need to respond quickly to any major customer- or market-driven shift in your business.

IBM and IBM Business Partners understand the customer, market and regulatory pressures mid-sized consumer products manufacturers like you face. We also understand IT. And that combined knowledge gives us the expertise to deliver solutions designed specifically for the business you're in.



IBM provides the middleware. Your local IBM Business Partner provides applications and services specified to your needs. Together, we provide a solution that is custom-designed to work for you.

Integrated business solutions

Industry-leading, software-based solutions from IBM and our network of Business Partners assist your business with end-to-end integration. These affordable, easy-to-use solutions can make your company more responsive and efficient—bringing better service to your customers, getting faster results from your supply chain and gaining greater value from your business operations.

Business integration solutions from IBM can integrate all your business processes within—and beyond—your organization. By building IT resources around core manufacturing systems and databases that support users and applications across the business, IBM solutions can help you deliver e-business on demand. By integrating applications and processes across your entire IT infrastructure, you can improve efficiencies and help ensure the applications your employees, supply-chain partners and customers need are available, 24x7—boosting customer satisfaction and your bottom line.

Consumer products manufacturing challenges	IBM solutions
Control the entire supply chain	Supply-chain management solutions Reduce inventory-holding costs, improve warehouse utilization and cost-efficiency of deliveries, improve customer service
Coordinate supply, demand and distribution	Enterprise resource planning solutions Automate and integrate business and production management processes, forecast demand curves, identify and divest unprofitable products, plan promotions to create demand surges
Improve communications	Collaboration solutions Connect employees, customers, trading partners, suppliers and buyers in real time to facilitate teamwork, decision making and efficiency
Save costs and gain efficiency in dealing with trading partners	Item management and synchronization solutions Share item information stored in internal systems with the entire supply chain, merge information following mergers or acquisitions, synchronize item data in real time to reduce errors and speed product delivery
Manage complex relationships and reduce operational costs	Customer management workplace solutions Integrate critical business information in varying formats to ensure consistent access to data across the value chain, make information available online, through portals and through call centers, update business information in minutes rather than days



Increase supply-chain productivity and value

From the procurement of raw materials to transportation, delivery and purchase, effective management of supply-chain stages can help streamline the production process, reduce costs and improve time to market. Supply-chain management solutions from IBM help you connect business information with people and other applications along the supply chain, enabling you to:

- *Share information between diverse applications securely and reliably—giving employees, customers, suppliers and distributors access to the information they need whenever they need it.*
- *Eliminate many manual data-entry processes to save time and administrative expenses.*
- *Integrate business systems with those of your key suppliers and customers—giving them all a single view of consolidated information.*
- *Glean more value from current investments by integrating legacy systems with newer applications.*

Improve supply chain-wide communication

Collaboration solutions from IBM help improve relationships between internal employees and external suppliers and buyers along the supply chain, enabling you to:

- *Connect employees and customers to processes and other colleagues to facilitate timely, informed decision making, teamwork and greater efficiency.*
- *Incorporate personal connections into e-business through real-time application sharing, teaming and interaction that help solidify business relationships and build personalized communications and trust.*
- *Improve time to market by eliminating redundant tasks, facilitating faster processes and business decisions and providing colleagues with information on demand.*

Proactively coordinate supply, demand and distribution

Enterprise resource planning and content management solutions from IBM can help you improve speed to market for new manufactured goods and ensure timely delivery of shipments. These solutions help you:

- *Manage and integrate scanned images, e-mail, facsimiles, electronic office documents, computer-generated output, rich media, and audio and video files with existing business applications to improve sales, accounting and inventory processes, and customer service.*
- *Automate business processes and expedite decision making, activity assignments and accountability.*
- *Improve productivity by eliminating storage and manual documentation, enabling fewer people to handle larger workloads to reduce costs.*

Open standards, feature-rich functionality

Consumer products solutions are based on IBM Express Portfolio offerings, providing:

- Open standards-based technologies—easing integration with new and existing investments, without migrating all applications to one platform
- Industry-proven Java™ support—enabling simplified resource management and reduced IT costs
- World-class expertise and a worldwide network of IBM Business Partners—providing comprehensive business information management services, as well as hardware and software support and services

IBM Express Portfolio offerings provide many feature-rich functions for consumer products solutions, including:

- Relational database functionality with self-tuning, self-configuring and self-managing capabilities
- In-office or remote access to messaging and collaborative applications
- Storage resource management for laptops, desktops and workstations
- Web-site creation, testing, deployment and management capabilities, including wizards, samples and application templates
- Portal capabilities for employees, trading partners and customers to share content and applications

**Standards-based solutions
designed for mid-sized consumer
products manufacturers**

IBM solutions for mid-sized consumer products manufacturers are based on IBM Express Portfolio software offerings. IBM Express Portfolio offerings are designed specifically to meet the needs — and budgets — of mid-sized companies. Based on award-winning DB2[®], Lotus[®], Rational[®], Tivoli[®] and WebSphere[®] software from IBM, these packages feature:

- *Rich functionality that can be easily customized to address unique industry needs.*
- *Simple, wizard-driven installation and templates that help you get started quickly.*
- *Streamlined administration, allowing skilled employees to focus on other revenue-generating tasks.*
- *Modular designs offering the flexibility to choose additional features as your needs grow.*
- *Technologies based on open industry standards, giving you the freedom to integrate them with current and future investments.*

Flexible and scalable, IBM Express Portfolio offerings give you features, functionality and affordability scaled to meet your business needs — now and in the future.

IBM and IBM Business Partners add further value by offering affordable services from installation, deployment and configuration to training and education. And flexible financing options give you the freedom to take advantage of business integration solutions today.

For more information

To learn more about business solutions for consumer products manufacturers, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/software/smb



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