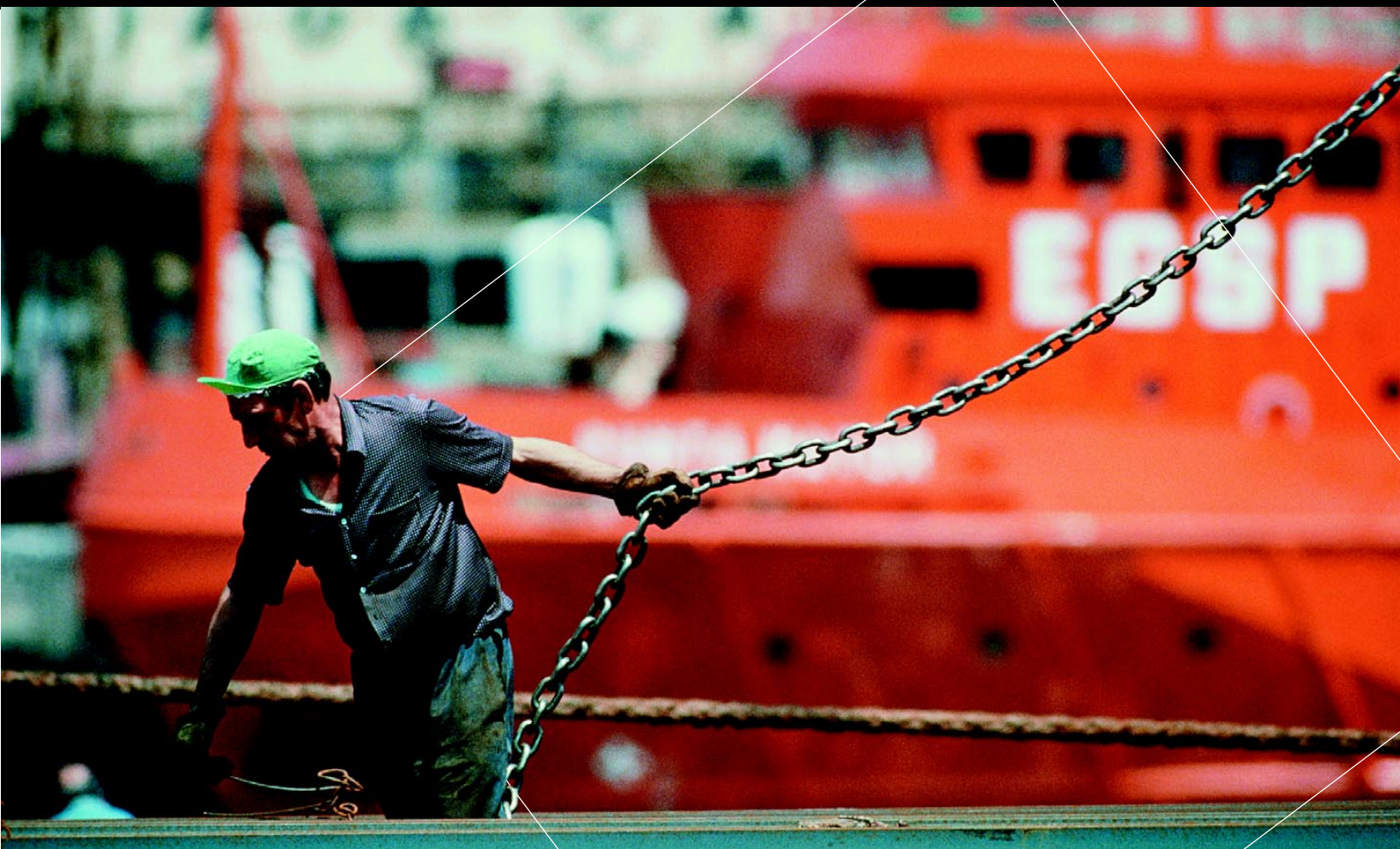


WebSphere software platform  
for e-business



**Complete solutions for service and  
supply chain management.**



## **The perfect supply chain**

If you could create a perfect business, how would it work? How would you move products from the manufacturer to the customer? Ensure services are efficiently deployed?

Manufacturing only the products people want and providing only the services they need is a great way to start. But to do that, you have to know a lot about your customers. What they like and what they dislike. When they buy. And why. Companies struggle to know what their customers want. And gathering data is a resource-consuming process, especially when it's entered or transferred manually. When you have reliable data, you need it to be visible throughout your supply chain. Access and visibility enables more accurate forecasting and just-in-time delivery.

Ideally, you would make just enough in quantity, or provide service levels adequate to satisfy current demand. That's easy enough, too—if every purchase sends data directly to your enterprise resource planning (ERP) systems. You would keep almost no inventory on hand. And it would arrive just in time to meet future demands. That takes at least realtime data acquisition. That means as soon as a purchase is made, for instance, your information technology (IT) system communicates the relevant data across your enterprise, adjusting inventories and service levels, placing restock orders and adding to trends analysis.

If your IT system did all that, you could streamline the process by shipping some products directly to customers. Or by having your trading partners adjust services to your customer without having to funnel all requests through you. Products and services would be delivered on time.

An integrated supply chain allows your suppliers to see key elements of your process, enabling them to streamline theirs. And make forecasts to speed production and delivery times, saving you money. The sooner they know what your customer wants, the more prepared they are to help you. But you also need to separate private and public processes so that suppliers only see what you want them to.

## ***Integrate processes and create Web applications for your entire service and supply chain.***

### **Evolving toward a more efficient supply chain**

You can streamline your supply chain to deliver products and services to customers more efficiently. Saving money and time along the way. With an automated system you don't have to rekey data into customer relationship management (CRM) systems, ERP systems and legacy systems. You take the guesswork out of defining customers' needs by being able to analyze buying trends accurately.

Getting to know your customers is only one part of efficient supply chain management (SCM). You have to share what you know and what you're doing with all areas of your company as well as with your trading partners. That means sharing business processes. With a comprehensive SCM solution, you can integrate your IT systems. Move large volumes of data reliably and quickly up and down the supply chain. Between incompatible formats and systems. Without breaking the chain.

The gains of effective supply chain management are numerous: increased revenue and sales, faster turnover, smaller inventory and greater customer satisfaction. The combined effect—in the best-case scenario—can generate additional benefits like an improved stock market valuation.

Give yourself a competitive edge with customers while they compare which companies have what they're looking for. Put what they want on the shelf, at the right price, on time. You'll increase customer satisfaction and build loyalty.

### **IBM provides solutions for effective SCM**

You want to have products and services available to promise when customers want them. When you're not prepared to deliver products and services on demand, you risk losing the sale. And the customer. So you need to quickly update processes in response to market conditions. Knowing and serving customers involves complicated and dynamic processes that change with the growth of your company. And with the evolution of your trading partner relationships. Your SCM solution has to deliver:

- *Single, secure access control to a range of applications in multiple businesses. Keep private processes private when multiple companies integrate their roles in the supply chain.*
- *The ability to create and manage processes that span diverse applications. Legacy, CRM, ERP, Trading Partner Management (TPM) and e-commerce systems can be accessed from one integrated viewpoint.*

***IBM business integration software empowers  
companies to build highly integrated supply chains.***

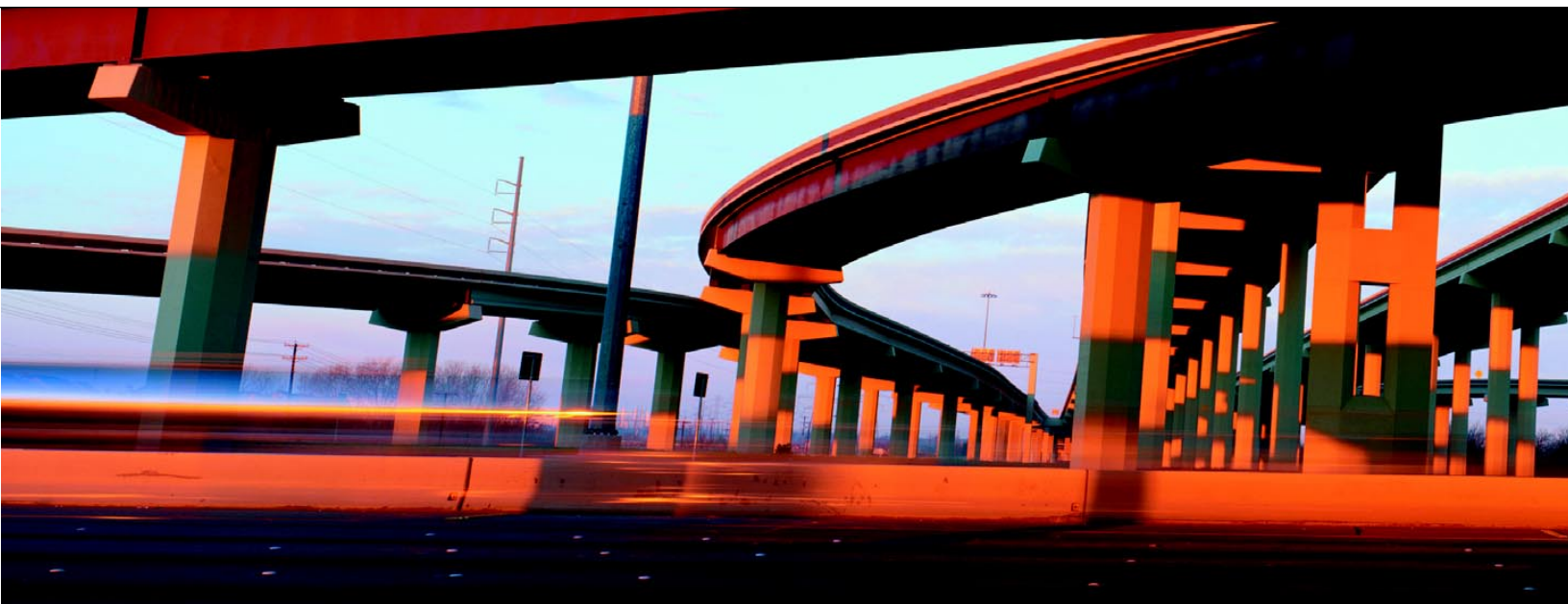
- *The ability to create and manage processes that span diverse companies. Integrate through firewalls across the Internet with businesses along the supply chain.*
- *The ability to change processes quickly and easily. Make processes visible and controllable from a business-planning standpoint.*
- *Transactional integrity throughout the life of each process. Processes may span weeks or months and might involve many participants. You need to know, on demand, where you are along the process line.*
- *Expandability from simple to sophisticated as your enterprise grows. From data exchange to value chain orchestration.*

Effective SCM controls costs, reduces time to market and increases customer loyalty. An SCM solution enables you to respond quickly and strategically to market conditions while meeting immediate customer demands. IBM provides proven SCM solutions that meet your growing enterprise needs.

#### **What difference does an integrated supply chain make?**

With an SCM solution in place, you're no longer at the mercy of long lead times or unresponsive vendors. Goods are ordered as needed—on demand from distribution centers. They keep stock levels minimal while fulfilling orders. Shippers move goods quickly and accurately to their destinations. And manufacturers build exactly what is needed, when it's needed. If one supplier isn't prepared, your supply chain shifts to another vendor immediately—without interruption. IBM business integration software empowers companies to build these kinds of highly integrated supply chains. You can:

- *Achieve information visibility by letting your trading partners see what you see.*
- *Restock inventory immediately from time of purchase.*
- *Operate your business around the clock.*
- *Improve decision making by giving realtime data to your business analysts.*



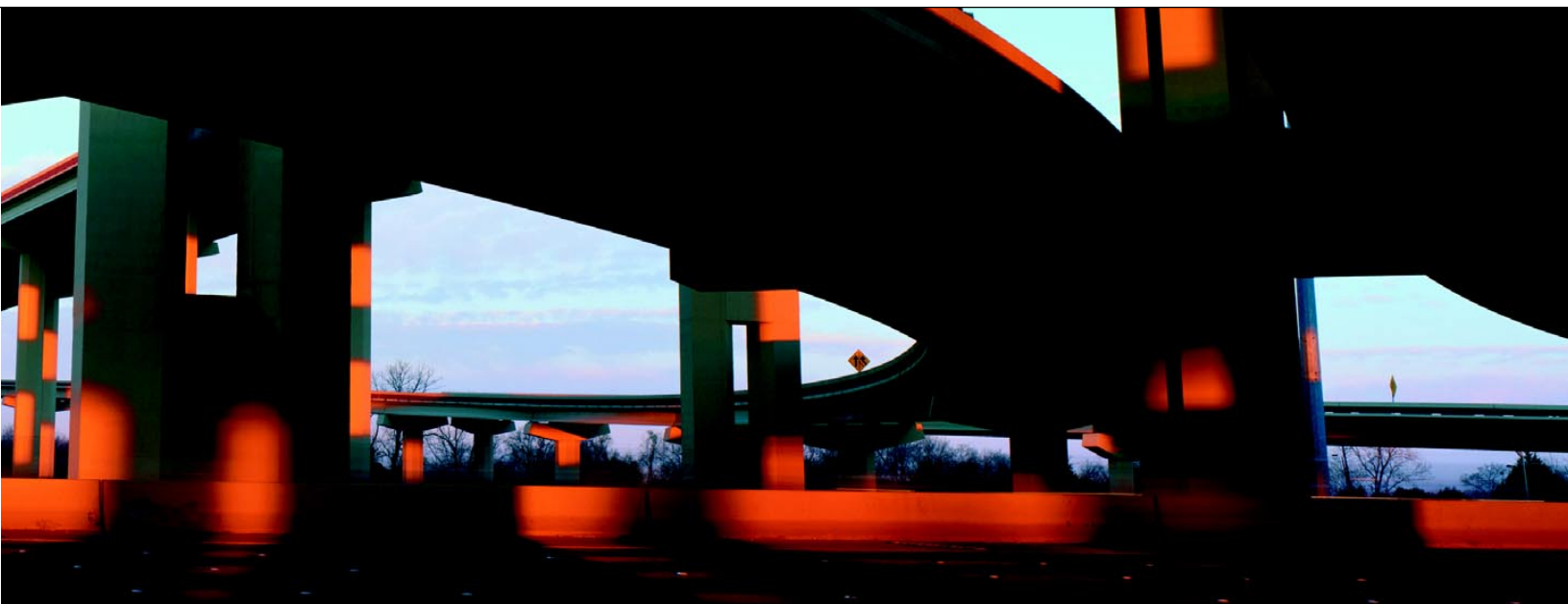
When a customer places an order — over the Internet, through a call center or in a store — that information comes into your integrated IT system. It is instantly combined with all the other customer transactions coming in. Instead of being an isolated order, it's part of a flow of orders. From the supply chain perspective it triggers a number of possible reactions.

Your IT system chooses a supplier that meets quality requirements and supply demands. Your distribution center adjusts stock. Information is sent to the supplier in the form of purchase orders, order adjustments or cancellations. Simultaneously, your manufacturers are using that same information to change production schedules and add or subtract shipments to distributors. Your business people, meanwhile, are accessing the database to forecast demand areas, justify marketing and project sales.

IBM's solution keeps private processes separate from those you need to share with trading partners. Your systems remain secure. Yet you can make changes to your private process without impacting your partners. Or the connection to them.

The result is a solution that doesn't require custom coding. But if you already have customized connections in place — through an EDI system — the IBM SCM solution can manage that as well.

IBM's SCM solution eliminates the need for batch processing, so you can process a continuous stream of information — there's no delay waiting for the next batch to process. And it separates the business logic from underlying IT applications so business people can adjust to the process as needed. Make effective decisions. And analyze trends. IBM offers hardware, software, consulting and financing to create a complete SCM solution for your company.



**IBM WebSphere BtoB Integrator offers a complete solution**

The key to successful SCM is end-to-end business process management (BPM) and business integration. If your business processes are efficient and connected, the supply chain that relies on those processes also works the way it should.

BPM and business integration are critical to enable effective communication between internal systems within your company. And within trading partners' organizations that will share your business processes.

IBM WebSphere® BtoB Integrator helps you effectively manage business processes. With WebSphere BtoB Integrator, you can connect internally and externally with trading partners and suppliers. Ensure seamless integration between your ERP systems and those of your trading partners simultaneously. You can communicate directly with the manufacturers' IT systems, instead of talking to a human interpreter. That means fewer mistakes—and no wasted time. WebSphere BtoB Integrator software supports every aspect of your e-business.

BPM includes IBM MQSeries® software to connect ERP and CRM systems to your supply chain. Information is moved reliably between diverse environments. IBM MQSeries Integrator is a powerful message broker that

ensures business-critical applications and processes—up and down the supply chain—understand one another. MQSeries Integrator routes messages between systems in realtime, transforming and directing message content based on predefined rules.

IBM MQSeries Workflow simplifies integration across the whole enterprise by automating business processes involving people and applications. Information accuracy and service quality are preserved even during the most complex supply chain interactions.

WebSphere BtoB Integrator includes IBM WebSphere BtoB Integrator Partner Agreement Manager, which allows you to connect external processes with those of your trading partners. It can be used as a stepping stone to future comprehensive integration or as part of a complete SCM solution.

WebSphere software solutions can help you transform your enterprise application integration functions to BPM functions, enabling your profitable participation in interactive supply chains and marketplaces. WebSphere BtoB Integrator can help you enable the dynamic relationships that will give you the competitive advantage you need to succeed in the electronic trading communities of today and tomorrow.



### **IBM and IBM Business Partners create complete SCM solutions**

IBM has selected leading application software developers to provide complete e-business solutions for customers. IBM Business Partners for SCM include i2, Ariba, EXE Technologies, Industri-Matematik International (IMI), Manugistics and Aspentech. With their applications and solutions these IBM Business Partners provide market-leading offerings that deliver high quality, function and customer satisfaction, complemented by WebSphere software platform products and solutions.

IBM and IBM Business Partners provide solutions for e-marketplace optimization and procurement, SCM planning, process manufacturing, value chain integration, automation of business processes, fulfillment and warehouse management.

### **A total e-business solution**

From creating a dynamic, interactive Web site to conducting large volumes of e-commerce transactions—the IBM WebSphere software platform for e-business can help you build, manage and deploy robust, security-rich, portable e-business applications that meet your unique business requirements:

- *Get your e-business up and running with new applications that integrate seamlessly with existing ones.*
- *Enhance customer satisfaction by delivering a meaningful purchasing experience and prompt, personalized service.*



- *Adapt as markets shift and business goals evolve.*
- *Conduct business on a genuinely global scale, whether you're a startup or a large enterprise.*
- *Streamline your supply chain by collaborating with trading partners and suppliers.*

The WebSphere software platform has the award-winning, proven offerings you need to create a total e-business solution—regardless of the business you're in.

### **For more information**

The IBM WebSphere software platform for e-business. Innovative technologies. Flexible, plug-and-play, modular solutions that let you leverage your existing investments in applications, systems and skill sets. And designed to help you gain—and maintain—a competitive advantage. To learn more about how the WebSphere software platform can help your e-business, visit:

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