WebSphere® software

IBM

IBM WebSphere Business Integration for Electronics

Increase your market share—gain the power
of IBM WebSphere Business Integration for Electronics

Imagine having control over all your corporate information. Powerful new IBM WebSphere® software unifies key business information by connecting applications throughout your enterprise. Now it's easier than ever to enhance your customer relationships with high-quality, relevant information.

When you extend your reach beyond the organization, you can help create an extended supply chain and an information flow with security between connected trading partners. You can connect almost any client—employee, customer or trading partner—to nearly any information on virtually any server. And you can aggregate and personalize your information and processes.

IBM CrossWorlds® technology, the base of the WebSphere Business Integration for Electronics solution, delivers proven integration patterns—for linking applications or systems and integrating and automating business processes—that allow you to implement reliable, low-risk solutions. You are assured the high-performance reliability and scalability that you've come to expect from IBM solutions.

Industry at a glance

Electronics have a strong presence in our society. They are part of everyday life and their number is growing rapidly. One indicator of this presence, computing power doubles every eighteen months.[1] How is the electronics industry able to produce products at such a fast pace? Integration is a key to success in the industry.

With competition increasing and margins declining, the electronics industry craves a business model that will not only adapt to changes through financial improvements, but will also help gain market share. It's about offering the right product at the right time. Market dynamics are transforming the electronics industry into an environment with little differentiation among products, dwindling margins and stagnant market share. As a result, revenue gains come mainly from cost reductions, centered on operational improvements and business function efficiencies. But the business model must also reflect the ability to respond quickly to the needs of today's savvy customers. Adapting to the rapid churn of new technologies is almost impossible without a new business model. This new model requires the ability to harness and link the supply chain.

Demand for new technology carries a high price. In most cases, the cost structure limits new product design and development. The fast-paced marketplace increases pressures on the supply chain; products are late to market. The manufacturer's role is evolving from vertically integrated manufacturing processes to process management that spans outsourcing partners, such as contract manufacturers, external component sources and design shops.

A larger problem lies in the inability to meet manufacturing and shipping schedules. Operational inefficiencies in distribution delay the response to changing market conditions. When a distributor is unable to ship the products on time, inventory levels increase.

The latest model of the electronics industry is evolving toward complete, integrated solutions that facilitate outsourcing partnerships, create direct-to-customer distribution channels, implement electronic supply chains and personalize consumer interaction. Businesses that don't offer these products have the potential to become obsolete.
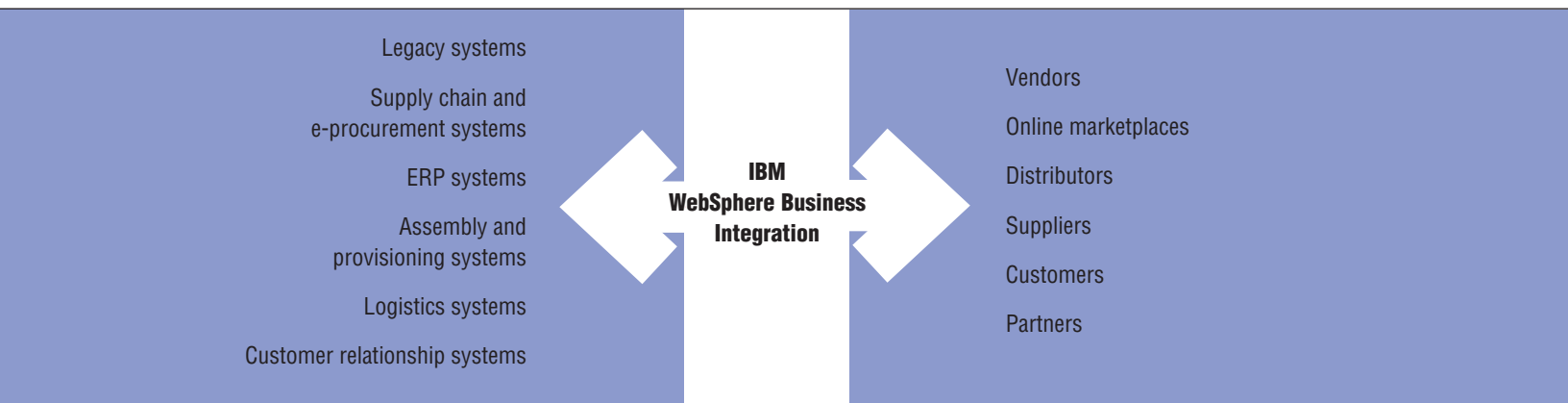
Gain the power of WebSphere Business Integration

Only those who get their products to market on time make a profit and gain market share. How can you beat the clock?

Your operational processes must adapt and transform readily as the market demands—a function achieved through application integration and a clear view of the supply chain.

Integration encompasses your interaction with suppliers, dealers and customers. (see the figure) And it encompasses your enterprise resource planning (ERP) and business applications. WebSphere Business Integration for Electronics, based on IBM CrossWorlds technology, enables a swift integration at an extremely low cost through its prebuilt integration components.

WebSphere Business Integration for Electronics maximizes your flexibility, while helping to reduce costs and time to market. It provides the platform and connectors to integrate your applications, data models and process workflows—both within and beyond your enterprise— to create a more-efficient, uniform and responsive business environment.

Legacy systems		Vendors
Supply chain and e-procurement systems	**IBM WebSphere Business Integration**	Online marketplaces
ERP systems		Distributors
Assembly and provisioning systems		Suppliers
Logistics systems		Customers
Customer relationship systems		Partners

Logical, distributed hub-and-spoke architecture provides rapidly scalable Plug and Play integration. WebSphere Business Integration for Electronics provides easy-to-use, powerful and best-in-class tools for data mapping, relationship management and process design.

The features. WebSphere Business Integration for Electronics works with industry-specific applications, data standards and business processes—delivering faster, easier and more-effective results. Features include:

- Logical, distributed hub-and-spoke architecture for rapidly scalable Plug and Play integration

- Data and messaging format independence for integration flexibility and reduced system implementation and management costs

- Easy-to-use, powerful and best-in-class tools for data mapping, relationship management and process design —providing highly flexible integration management

- Enterprise scalability, reliability, availability and performance that meet mission-critical requirements

The platform. WebSphere Business Integration for Electronics also provides an integration platform to streamline production. It allows you to achieve integration throughout your design, build, and support processes with the software's collaborative templates.

To stay above the rising inventory levels and inefficient operations, the platform offers real-time demand planning and corresponding inventory planning. WebSphere Business Integration for Electronics incorporates more-efficient, effective distribution and provides solutions for the engineering process. Through global collaboration, you can deliver your products straight to market—beating the competition.

The solutions. WebSphere Business Integration for Electronics offers many solutions for process integration. You can automate and streamline traditionally manual processes quickly for a competitive advantage. You'll gain a consistent, single view of critical business information— such as customer and product data—across multiple applications. Within your business-to-business (B2B) transactions, you'll link faster to trading partners and trading networks. Ultimately, the solution can help you eliminate the high costs of manual transactions.

In terms of customer relationship management (CRM), WebSphere Business Integration for Electronics helps you to understand your customers' needs better. It provides the tools necessary to establish direct customer-relationship models. With WebSphere Business Integration for Electronics, you can improve customer satisfaction and forecast market demand for new product introductions.

The platform independence of WebSphere software helps you to create a consistent computing environment, helping you to integrate your systems across all major operating systems. With WebSphere Business Integration for Electronics, you can lower your costs and reduce risks in your move to e-business. WebSphere software gives you the flexibility to respond quickly and efficiently to business demands. Implement cross-enterprise business solutions that work for you. And do it without having to replace applications, install new systems or seek specialized skills sets.

For more information

For more information about WebSphere Business Integration for Electronics, go to **ibm.com**/websphere/integration/electronics or call Worldwide Business Integration sales 1 888 685-0947.