

IBM WebSphere Business Integration for Automotive

IBM makes it easy to enhance customer relationships



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—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 Automotive 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.

The automotive industry: Sharp turns ahead

Recent industry, consumer and economic trends are reshaping the automotive industry. As a player in this market, you face rising levels of competition and declining margins. You're juggling complex and customized requirements, demands for improved quality and service, and

excess manufacturing capacity. Now add to this mix more-stringent labor, regulatory and environmental regulations.

How can you compete and thrive? By realigning your business model to reduce supply chain costs. In short, business integration.

The new industry business model

Consolidations of brands and declining profit margins due to price pressures have created a new growth model for the automotive industry. From excess inventory to fragmented, multiple suppliers, you're challenged to reduce costs at every turn. How are you responding to increased competition, shrinking margins, industry consolidation and globalization and the shift to modular design?

The industry business model is evolving toward a coupling of bundled solutions, increased outsourcing of partnerships, niche marketing channels, electronic supply chains and consumer personalization. Can you harness and

link the information contained within each functional area and use it to create highly efficient and lean business processes?

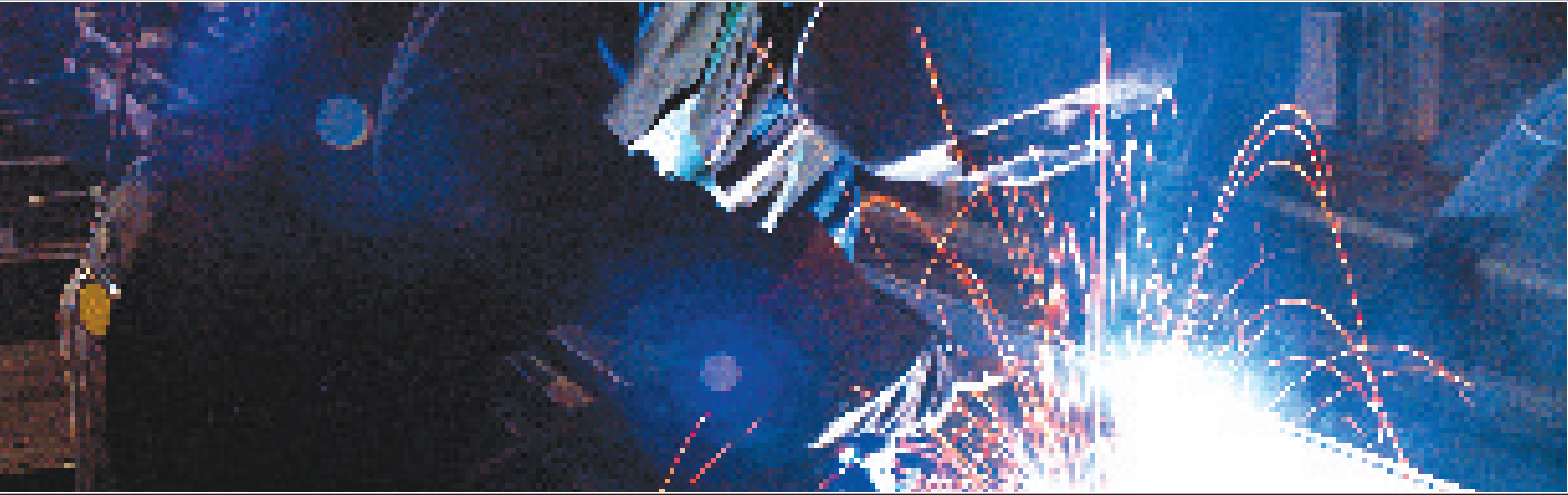
IBM can help you meet this challenge. With WebSphere Business Integration for Automotive, you can position yourself to achieve rapid return on investment (ROI) and reduce time to market for new product introductions. WebSphere Business Integration for Automotive helps to reduce the risks of new system-integration projects through its prebuilt connectivity.

Moving toward lean manufacturing

Companies are concentrating on core competencies and making corresponding processes more efficient while enabling structural changes such as outsourcing, mergers and acquisitions (M&A), alliances, and divestitures to aid in cost reduction. WebSphere Business Integration for Automotive can reduce supply chain costs through its prepackaged business process modules.

How can you compete and thrive? By realigning your business model to reduce supply chain costs. In short, business integration.

How do you gain competitive advantage?



The automotive industry is at the forefront of the consolidation and globalization trend. Manufacturers are limiting the number of suppliers used while shifting to modular design and customized construction to compensate for excess production capacity.

Growing your revenue

You can broaden your revenue stream by developing niche markets and expanding services beyond traditional manufacturing and financing. An increasing reliance on sales incentives and niche marketing is paramount in defining new markets and redeveloping existing ones.

Prebuilt components—key to efficient business processes integration

WebSphere Business Integration for Automotive is based on the IBM CrossWorlds technology. Its prebuilt integration components enable swift integration at an extremely low cost. Consider the advantages that this process-integration architecture offers:

- Logical, distributed hub-and-spoke architecture provides rapidly scalable Plug and Play integration
- Data and messaging format independence provides integration flexibility and helps reduce system-implementation and management costs

The automotive industry is at the forefront of the consolidation and globalization trend.

- 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 to meet mission-critical requirements

WebSphere Business Integration for Automotive can integrate your internal and external collaborative processes, including:

- Integrated Product Development (IPD)
- Procurement
- Supply chain
- Customer relationship management (CRM)
- Service after sales

A more-efficient, uniform and responsive business environment

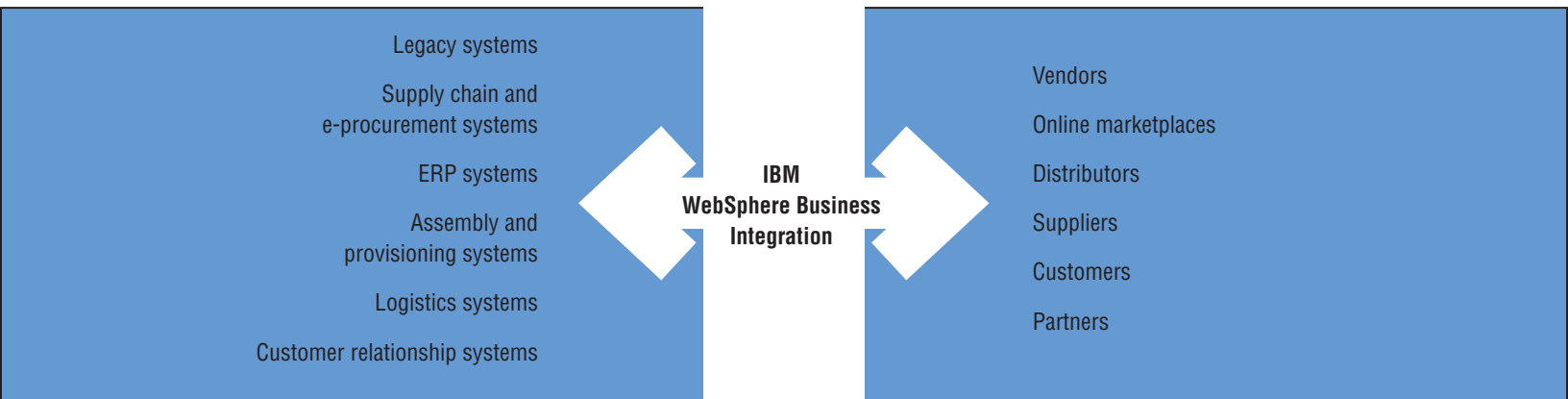
WebSphere Business Integration for Automotive provides the platform and adapters to integrate applications, data models and process workflows. The WebSphere Business Integration for Automotive enhanced demand-planning, inventory-management and e-procurement features can help you to gain competitive advantage.

WebSphere Business Integration for Automotive can help improve your supply chain management coordination between tier 1 and downstream suppliers. In addition, it can help you manage complex relationships associated with auto-component design innovation, and it can help you to implement process management to support:

- Greater volume of time-critical components
- Increasing complexity of product data flow
- Shorter order-fulfillment times

WebSphere Business Integration for Automotive can help improve your supply chain management coordination between tier 1 and downstream suppliers.

Can you implement cross-enterprise solutions—with ease?



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

Why integrate business processes?

With WebSphere Business Integration for Automotive, you can:

- Automate manual steps quickly within a process
- Streamline processes for competitive advantage
- Create a consistent, single view of critical business information (such as customer and product data) across different applications
- Link faster to partners and trading networks for business-to-business (B2B) transactions
- Eliminate the high costs of manual transactions

Now you can 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.

The platform independence of WebSphere software allows you to create a consistent computing environment, helping you to integrate your systems across all major operating systems. WebSphere Business Integration for Automotive can help 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.

For more information

For more information about WebSphere Business Integration for Automotive, go to ibm.com/websphere/integration/auto, or call Worldwide Business Integration Sales at 1 888 685-0947.

Now you can 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.



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