WebSphere® software

IBM

Leveraging WebSphere software to improve global supply chains.

Your enterprise is growing. You've successfully launched new product lines. Nurtured strategic relationships with trading partners. Differentiated your key brands. But you also want to extend your reach globally without fragmenting operations by product or geography—and without spreading your resources too thin. You need to cut operational and development costs while driving new revenue growth. Open new channels. Protect investors and technology investments. And maintain market share. You need clear vision to develop a winning strategy that preserves your competitive advantage.

It's a complex marketplace, where customer expectations change frequently but demands are constant. To win customers in an environment of increasing competition, you're challenged with providing better products and services. To develop new channels, you have to take more risks. In an economy without borders, you'll need to leverage global suppliers to cut costs and reduce cycle times.

IBM offers advanced tools and leading technological know-how to help you respond with flexibility to changing market conditions and achieve your e-business objectives—regardless of your industry. Whether aerospace or automotive, electronics or petroleum, process or discrete manufacturing, IBM integrated value chain solutions help industry-leading companies integrate business processes and streamline supply chains enterprise-wide. Build cost-saving, time-saving electronic procurement systems. And develop profitable, globally reaching trading channels.

Electrolux opens up communication channels to suppliers and improves material delivery and handling

The demand for inexpensive, modern, high-quality home appliances has driven manufacturers to rethink the way they work and to implement smarter, more streamlined processes. One company that knows first-hand how effective collaboration can improve process efficiency and employee productivity is Electrolux Home Products, North America. Electrolux, using a new Web-based information center, opened up communication channels to suppliers and improved the coordination of material delivery and handling.

Along the way, Electrolux discovered that they could keep smaller inventories and cut overhead costs. Before long, they saw measurable improvement. New appliances development cycles—from design to showroom floor— have been shortened from years to months. And appliance quality and performance have improved significantly from previous generations. By sharing realtime data with suppliers and carriers, Electrolux can now offer more accurate production schedules. And stay on schedule throughout the manufacturing process. With routine and frequent schedule updates, suppliers can work smarter to meet factory demands. And that means Electrolux can ultimately deliver home appliances faster to keep customers happy while cutting production costs.

Impressive? Yes. But success didn't come overnight or without careful planning. AB Electrolux—a Sweden-based appliance giant—had to coordinate its white-goods brands, including Frigidaire, White-Westinghouse, Tappan, AEG and Zanussi, and their 14 North America factories under one name. But that meant connecting a diverse list of suppliers who had built independent relationships with the North American companies over the years. The challenge was significant. Integrate disparate—even legacy—technologies to streamline key design and production processes. Build and strengthen communication channels between production managers and different suppliers to facilitate smarter, cost saving practices. Develop a collaborative environment to improve productivity in a larger, more distributed workforce.

The solution: A B2B portal with rich transactive and collaborative capabilities that allows Electrolux factories and their suppliers to maintain independence while sharing resources, processes and data. Electrolux used WebSphere® software from IBM to build a Web site that helps them communicate immediately with suppliers. And, it enables efficient access to—and processing of— enormous volumes of data. Enterprise-wide, the new system is easy to use and provides unprecedented management capabilities. Built-in portal administrative features enable authorized Electrolux employees to add or remove a factory from the system, change suppliers or modify product lists with a simple click. Drop-down menus on the Web site can be changed easily by adding or changing keywords. And suppliers can access realtime production and inventory data. They can log in, select a factory and quickly view production schedules. Track long- and short-term needs. Check on-hand inventory. Monitor supply forecasts. And notify the factory of incoming shipments. Carriers can log in and coordinate delivery schedules. They can even reserve a loading dock for a specific delivery time.

A large manufacturer of household products had long relied on SAP enterprise resource planning (ERP) systems to automate the company's finance and supply chain management functions. Their divisions, however, tended to function autonomously. Different divisions had different SAP implementations. And supporting each SAP environment were separate servers, databases, dedicated storage facilities and application maintenance teams. The manufacturer needed a unified SAP infrastructure to gain enterprise-wide control and reduce costs. An e-business application platform that would allow them to deploy new applications across multiple divisions simultaneously. And rapid, measurable ROI to justify their expenditures.

The company chose IBM to create an integrated database, server and storage solution that was scalable and built on reliable technology, yet cost effective. Using WebSphere software and SAP application integration technologies, IBM helped to preserve the manufacturer's applications and data investments while establishing a common tools base that improved Web-based system-to-person communication.

Protect and extend existing investments

As your business evolves, you have to consider the cost of updating and replacing existing systems. Add support for emerging technologies, increase functionality and build in room to grow. The time and resources you expend to stay in step with unpredictable market changes and adapt to industry-specific dynamics can upset your strategic growth plans. To encourage innovation, IBM offers a comprehensive Product Lifecycle Management solution. To facilitate collaboration, and to ease and improve business decision making, IBM offers end-to-end business integration and supply chain management (SCM) solutions. IBM solutions can help you maximize operational efficiency. Consolidate redundant systems or operations. Automate or replace manual processes—and integrate with trading partner systems. All to improve the speed and efficiency of your entire supply chain. Improved management ability lets you better control procurement and production lines and helps reduce operational risk as your company grows. You can add product lines smoothly and preserve brand differentiation.

Tap into global supply chains

The extensive software, hardware and services portfolio of IBM integrated value chain solutions helps you easily connect worldwide suppliers to your enterprise processes. And build advanced e-business portals to conduct security-rich, high-volume business-to-business (B2B) trade. With 24x7 capability, you can boost production to meet demands and realize faster

return on investment (ROI). Global suppliers can leverage realtime inventory maintenance tools—with automated and automatic reordering, restocking and distribution functions—to significantly improve supply chain efficiency. IBM integrated value chain solutions help you take your business processes to the Web, where you can exchange information and do faster, cost-effective business across geographic barriers and times zones.

Drive revenue growth in new channels

With versatile tools to open and develop new channels—even if you're just getting started on the Web—IBM integrated value chain solutions can help you reach new customers, market products and services faster and increase revenue flow. You can leverage WebSphere software to create a highly functional, compelling Web site, for example, which helps you reach global customers and puts the information they need at their fingertips. Identify revenue-driving channels and allocate resources to speed up the production and delivery of products and services that generate the greatest ROI. The versatility of multiple channels—including the Web, wireless devices, kiosks and others—helps you adjust to unforeseen market changes. You can temporarily switch suppliers or outsource production steps to reduce critical cycle times and deliver orders on schedule.

Whirlpool imagined
IT could be better

Whirlpool, a worldwide, leading manufacturer of major home appliances, needed a more adaptive and versatile supply chain management strategy to respond faster to market changes and stay ahead of the competition. A more flexible IT infrastructure to streamline operational processes and to accommodate evolving business strategy. And, they wanted to reduce product development and rollout cycles to meet distributor and customer demands faster.

The solution? Tightly integrate their product development system with SAP to link demand information with production processes. And, replace point-to-point integration infrastructure with a flexible, inclusive integration platform. As a result, Whirlpool reduced product rollout cycle times 66 percent from 30 to 10 days and realized reduced IT costs to maintain the integrated infrastructure. Whirlpool also improved the efficiency of their ordering process by creating a B2B trading portal using WebSphere software from IBM. Through an easy-to-use Web-based system, trading partners can order Whirlpool products and services faster. The self-service system reduced operating costs by 80 percent and provided 100 percent ROI.

*Mazda shifts to online
system to boost sales and
cut call center traffic*

Mazda produces competition-ready parts for race cars, with more than 3,000 available parts held in inventory. As demand increased, the Mazda call center-based parts department was inundated. Their human and technology resources were stretched. Mazda's solution: Create a Web-based, searchable inventory management and sales commerce system that gives employees, suppliers and customers immediate access to parts information, including realtime availability. An online system that helps alleviate call center congestion and drives new sales revenue.

IBM helped Mazda create a comprehensive Java™ technology-based online catalog leveraging WebSphere infrastructure software and DB2® data management software from IBM. That gave Mazda racing customers a shorter track to the information they need. Greater ease and less time ordering. And better service throughout the process to delivery. Mazda projected an annual 25 percent increase in sales revenue and benefited immediately from reduced call-in traffic.

A wide variety of WebSphere tools work in concert to integrate tightly with your systems and processes. And help ensure a common look and feel. That means your corporate identity is more secure beyond your enterprise and helps you develop stronger brand awareness in a global marketplace. As a result, business planners can spend less time worrying about enterprise integration and more time developing ways to extend your e-business reach.

**Speed up service and add value to differentiate your e-business**

IBM solutions feature customer relationship management (CRM) tools to help you provide comprehensive customer service that sets you apart from the competition. You can build customer and trading partner portals that alleviate call-center traffic—without sacrificing the personalized service that builds loyalty. Offer Web-based self-service access to product and production information. Allow customers and trading partners to track and place orders. Help them add or change services or update account information. And provide answers to frequently asked questions. IBM integrated value chain solutions include tools to transparently integrate dynamic-content Web sites with active databases so timely information—such as order tracking, flight schedules or product availability data—is accurate to the minute and can be delivered in realtime.
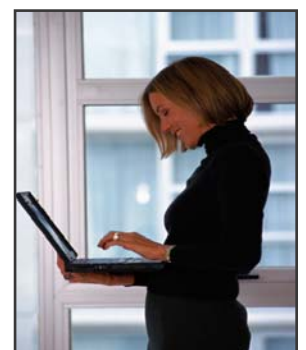
Get started quickly

With WebSphere software solutions, IBM can help you address an array of integration challenges, including the integration of processes specific to your industry. Convert back-end processes and extend existing applications to generate new e-commerce channels. Extend applications and business data through mobile devices to distributed employees and global customers. And connect suppliers, trading partners and customers through rich-content, B2B and business-to-consumer portals. By enabling you to implement new technologies easier and deliver greater value more quickly, WebSphere software solutions can help you improve interaction between the people, applications, systems and processes that comprise your value chain.
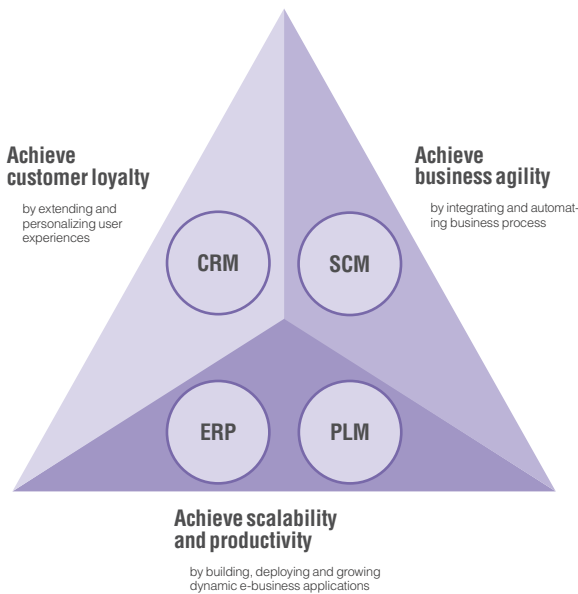
WebSphere solutions for dynamic e-business across the value chain.

For more information

To learn more about IBM integrated value chain solutions for your industry, visit **ibm.com**/websphere/industries or **ibm.com**/websphere.

Goodyear retreads, rolls out new sales and marketing system

Industry-leading tire manufacturer Goodyear needed to improve its service to more than 5,000 worldwide distributors while cutting traditional marketing costs. They wanted to alleviate call-center congestion and update existing systems to improve efficiency. With IBM help, Goodyear created a realtime order management system with fast, reliable ordering capabilities that enabled them to provide 24x7 self-service help to customers. They leveraged WebSphere software, MQSeries® messaging software and Lotus® collaboration software from IBM on IBM e-business servers to create a robust product catalog with integrated pricing, specifications and inventory information.

To cut costs, Goodyear replaced an inefficient mail process. And, they integrated marketing and sales systems to more effectively communicate company messages, market products and deliver services. As a result, Goodyear was able to provide better service to customers at a lower cost.

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e business software

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