The Collaborative Commerce Solution

Gaining Competitive Advantage Through Enhanced Collaboration

Today, as more companies are less vertically integrated they operate with a more significant reliance on an extended Trade Partner ecosystem which often defines the level of competitive advantage they have. Companies better able to manage this complex, extended ecosystem and process dynamics can derive significant advantage. However, managing this ecosystem requires breaking down the walls that exist between enterprises and transforming cross-enterprise business processes and information flows.

Collaborative Commerce (c-commerce) is a set of multi-enterprise capabilities that leverages new technologies and allows an enterprise to more effectively manage today's complex partner ecosystem through improved sharing of business processes, decision-making, workflow and data with its most important trading partners.

To help today's businesses better manage this extended ecosystem of trade partners, Deloitte Consulting has joined forces with IBM to develop a comprehensive c-commerce solution that combines Deloitte Consulting's recognized leadership in collaboration with the open-standards-based technology of IBM software and hardware. The Deloitte Consulting Commerce Collaborative solution offers the answer to companies looking to reach new levels of performance and efficiency through seamless connections with business partners.

Deloitte Consulting's solution acts as a client accelerator and speeds implementation and time to value for the client; designed to begin delivering initial benefits in 100 day increments. The initial solution is focused on four common supply chain issues confronting many clients and their key trade partners:

- Demand Forecasting,
- Production Scheduling
- Order Management
- Inventory Visibility.

The CC solution integrates together: cross-enterprise business processes, application software and underlying infrastructure software (middleware, security and messaging components). The solution is highly modular and can be leveraged by clients in different ways that allow a full tailoring to the client's specific need. The underlying technology is powered by IBM's award-winning WebSphere software and eServer hardware. The solution provides a pre-built, tested and demonstrable solution platform from which clients can modify.

Benefits from improved Collaborative Capability:

By integrating Deloitte Consulting's Collaborative framework and methodology with IBM's WebSphere portal and message-queuing applications, Collaborative Commerce affords clients a number of competitive advantages:

- Improved revenue attainment
- Decreased costs to serve
- Faster cycle times
- Improved capital efficiencies
- Increased customer satisfaction
- Streamlined operations
- Enhanced flexibility and responsiveness
- Rapid fulfillment and improved reliability
- Improved planning through better ecosystem visibility

The Technology Integration Challenge

Deloitte Consulting's solution acts as a client accelerator and speeds implementation and time to value for the client; designed to begin delivering initial benefits in 100 day increments. The solution has been specifically designed to address the complex technological challenges that companies face in managing the multiple external processes of an extended business ecosystem:

- Need to link together cross-enterprise processes with application software and with infrastructure technology (security, messaging, middleware)
- Lack of a defined approach and proven architecture that can lead companies to "reinvent the wheel"
- Higher IT costs and increasing difficulty to maintain multiple approaches
- Lack of scalability and modularity
- Need for multiple diverse IT skill-sets to operate and manage
- Increased cost and complexity for both the company and its trading partners
- Complicated implementation efforts that distract from business objectives

The Extended e-business Ecosystem
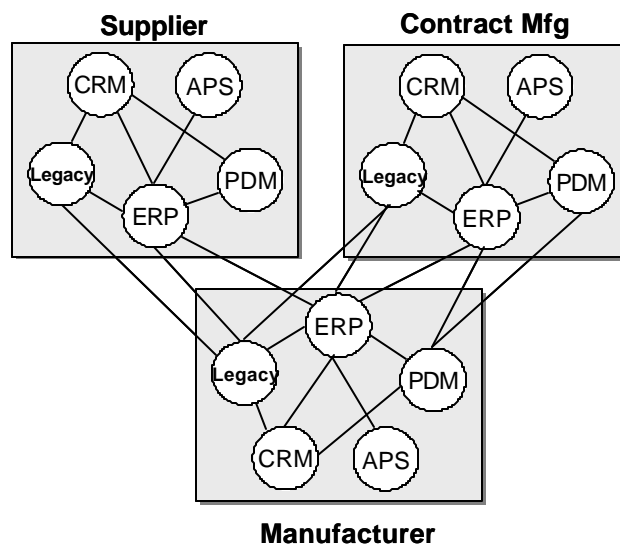
Benefits of Deloitte Consulting Capability and IBM Technology

Leveraging the best practices and capabilities of Deloitte Consulting with the technological capabilities of IBM's WebSphere® software platform and eServer® hardware, Deloitte Consulting's Collaborative Commerce solution enables trading partners to take advantage of improved decision-making across enterprises and converts disconnected data into integrated insight. With increased visibility of business operations, enhanced synchronization of workflows, and tighter collaboration between trading partners, the solution offers enterprises a range of strategic benefits:

Hard Benefits

- Improved revenue attainment
- Decreased costs to serve
- Faster cycle times
- Improved capital efficiencies

Soft Benefits

- Increased customer satisfaction
- Streamlined operations
- Enhanced flexibility and responsiveness
- Rapid fulfillment and improved reliability
- Improved planning through better ecosystem visibility

An Architecture for e-business Integration

Deloitte Consulting and IBM have teamed together to build a c-commerce architecture that fuses Deloitte's proven capability with IBM's industry-leading technological innovation. The solution consists of a modular collaborative functionality layer and a reusable infrastructure layer. The initial functionality modules have been developed to support key business processes that are common issue areas for clients. These modules can also be demonstrated to show clients process integration capabilities across the extended enterprise. With the Collaborative Commerce solution architecture, Deloitte Consulting has pre-integrated IBM hardware and software components to create an industry-agnostic infrastructure to accelerate c-commerce implementation and remove much of the technical complexity for clients.

The Collaborative Commerce Solution Architecture
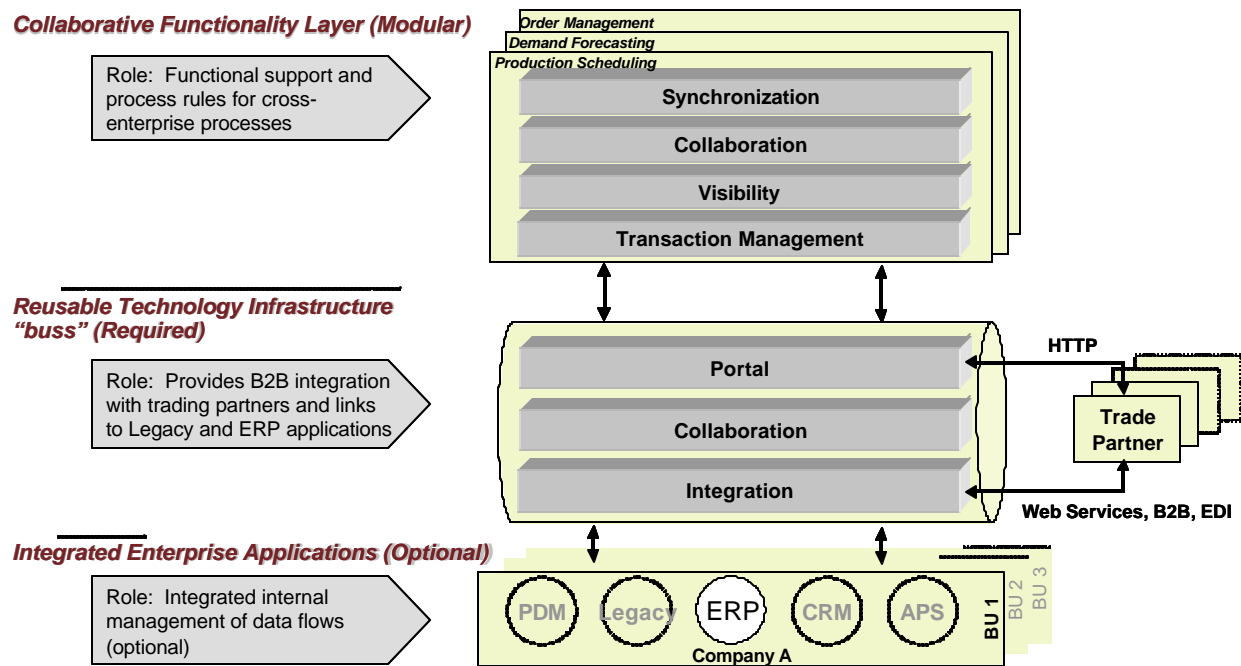
Advantages of the Collaborative Commerce Solution Architecture

The Collaborative Commerce architecture accelerates adoption and rapid implementation of c-commerce by providing a pre-built, tested and repeatable set of solutions for overcoming technology integration challenges. The technical architecture allows communication between trading partners and software applications for 1) user interfaces, 2) cross-enterprise collaborative business rules, heuristics and workflows, 3) collaborative applications, and 4) links to business systems such as ERP and legacy systems. Among the key advantages of the Collaborative Commerce solution architecture:

- Leverages the reusable components and frameworks to reduce development costs and timeframes
- Uses a production-proven, integrated platform to jump start the integration efforts
- Enables initiatives to "plug in" in a modular fashion and use the C-Commerce "dial tone" to conduct business with trading partners minus redundant development
- Provides an open, flexible platform for modular build-out of various initiatives
- Enables scalability of initiatives and realization of full benefits
- Draws upon the deep industry knowledge and service line specializations of Deloitte professionals who have developed and deployed hundreds of similar solutions

The IBM Connection

To enable speedy implementation of the Collaborative Commerce solution, Deloitte Consulting has integrated IBM's WebSphere software and e-Server hardware products as a foundation for the solution. IBM technologies incorporated in the solution serve as a critical component of integration and application development, enabling companies to integrate business processes within and beyond an extended e-business ecosystem. Through this teaming effort, companies gain access to best-in-class technology and solutions designed to enhance corporate value and sustain competitive advantage. The Collaborative Commerce solution uses seven key IBM software and hardware products:

Software

- **WebSphere Portal Server -** Enables the hosting of aggregated information and collaborative applications on IBM WebSphere Application Server. Using portlets, Portal Server provides site users with a single point of access to multiple types of information and applications. Portlets are visual windows that organize content from different sources into a single interface for individual or group access.

- **WebSphere MQ -** Provides the base messaging functions for servers and clients that enable applications to "talk" to each other. The core of the WebSphere MQ family, this product integrates with more than 35 platforms and connects all business software by providing an open, scalable, industrial-strength messaging backbone.

- **WebSphere® MQ Integrator Broker for Multiplatforms** - Allows businesses to shape information flows by transforming rules to message-based data and routing it between high performance systems. It includes a powerful information broker, a one-to-many connectivity model plus transformation, intelligent routing and information flow modeling across multiple, disparate business systems.

- **WebSphere Application Server -** Provides a complete set of e-business application deployment and integration services through a premier Java technology-based Web application server. These services include capabilities for transaction management, security, clustering, performance, availability, connectivity and scalability.

- **CrossWorlds® Connectors** - Enables process integration by pulling data and transactions from the business support systems throughout a company. This makes them available for reconfiguration and transformation through the IBM CrossWorlds InterChange Server, WebSphere's process automation engine. The wide range of connectors can link to packaged, mainframe and legacy applications, databases, customer-facing Web sites, trading partners' systems and even from public information stores on the Web.

Hardware

- **eServer xSeries -**

- **eServer pSeries -**

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The Deloitte Consulting and IBM Relationship

IBM and Deloitte have entered into a series of initiatives to deliver solutions and integrated transformation services to businesses across a wide range of industries. Deloitte, which refers to Deloitte & Touche LLP and Deloitte Consulting LP, is the U.S. national practice of Deloitte Touche Tohmatsu. Through this teaming effort, Deloitte provides world-class consulting services and comprehensive e-business solutions supported by IBM's Web-enabled technologies.

Since the relationship was instituted in 2000, Deloitte has dedicated a sizeable number of its resources to educating and training its consultants on key IBM product lines, such as WebSphere, DB2, WebSphere MQ, and Tivoli. By aligning IBM's leading-edge technologies with Deloitte's industry and service line specializations, jointly-developed solutions and services enable businesses to enhance financial, operational and management performance in key world markets.

The Power of Two

Deloitte Consulting

- Manufacturing industry expertise
- Thought leadership in c-commerce
- Successful c-commerce implementations
- Systems integration expertise
- Security strategy and services expertise

C-Commerce Solution

IBM

- Complete technology offering
- Strategic outsourcing
- Global financing
- Significant market presence
- Leading application partnerships
- Business & IT service offerings