



Demo Script *for Automotive PLM Supplier Collaboration*

Presenter Name
Date

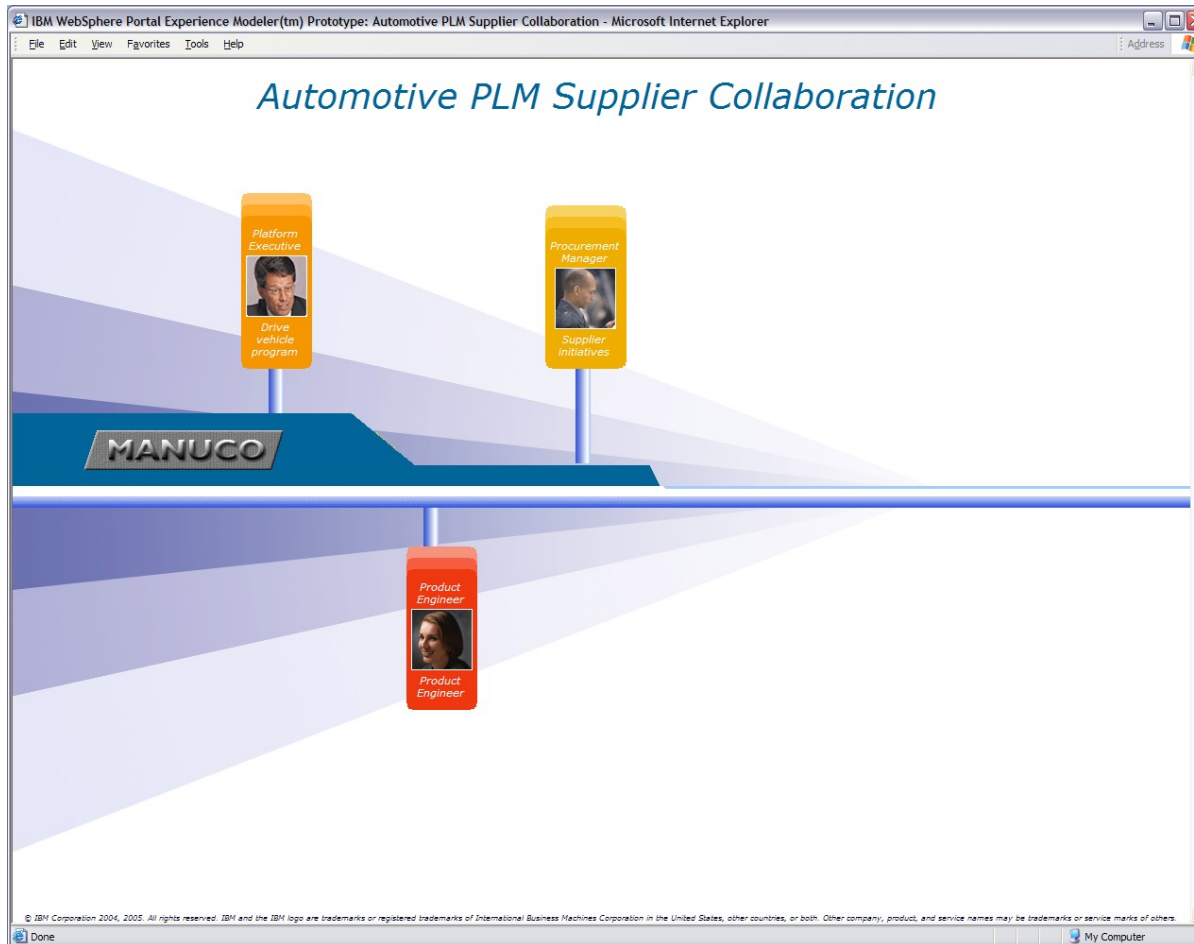
A blue circle with a white sunburst pattern of dashed lines radiating from its center. Inside the circle, the text 'innovation that matters' is written in a white, lowercase, sans-serif font.

innovation
that
matters



Auto PLM Supplier Collaboration

Speaker Notes



This demonstration shows what life can be like after implementing process improvements with fast accurate information access and comprehensive workplace for people.

The three main roles that you'll see are:

Ben Richey, platform executive responsible for all aspects of several vehicle models

Alex Lang, product engineer specializing in the electro-mechanical systems development team

Carlos Branda, procurement manager driving growth in suppliers' contribution

Auto PLM Supplier Collaboration



Speaker Notes

- ✓ First role is **Ben Richey, platform executive** responsible for all aspects of several vehicle models

You'll see Ben:

- View his dashboard, noticing the progress with the new supplier collaboration exchange process
- See a Quality Insight Alert about issues with an Antilock Braking System (ABS) Electronic Control Unit (ECU)
- Ask his top gun product engineer and procurement manager for help via email

Auto PLM Supplier Collaboration - Platform Executive Role

Speaker Notes

- ✓ Single sign on allows easy to use security across a number of systems that are access via the single workplace.

Platform Executive | Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Google

Sign In

Login

User Name

Password

Done My Computer

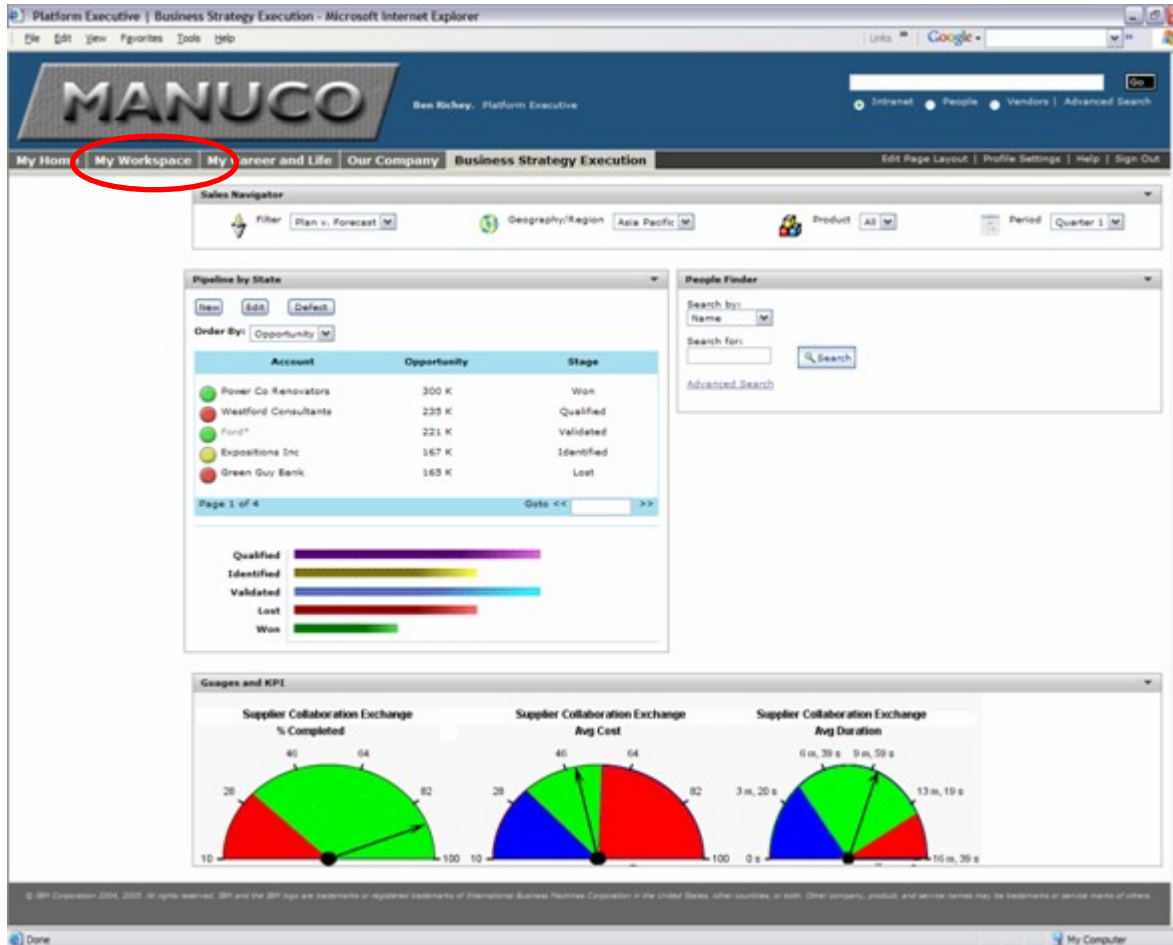
Auto PLM Supplier Collaboration - Platform Executive Role

Speaker Notes

- ✓ Ben's workplace helps his productivity with instant access to integrated applications, people on his team and the information he needs to drive profit on his vehicle models.

Auto PLM Supplier Collaboration - Platform Executive Role

Speaker Notes



- ✓ Ben is thrilled to see that the new supplier collaboration processes for exchange with suppliers is going well. He was executive sponsor of this project.
- ✓ Ben is ready for his day.

Auto PLM Supplier Collaboration - Platform Executive Role

Speaker Notes

- ✓ He sees a new alert.

The screenshot shows the MANUCO web application interface. The user is logged in as Ben Richey, Platform Executive. The dashboard includes several sections:

- Customer Information:** Details for ASupplier Europe, including contact information for Patrick Jean des Jardins and Carl Howard Fassner.
- Product Data:** A table listing products with columns for Part, Name, and Date.

Part	Name	Date
3780	A10	12-Feb-2006
293R	A19	12-Feb-2006
104R	C90	12-Feb-2006
- Facilities Information:** Address and contact details for Company A Santa Anna Plant in Brazil.
- Customer Satisfaction:** A bar chart comparing satisfaction levels for Manuco and AnotherCo.
- Alerts:** A red-bordered alert box in the top right corner contains the text "Early Quality Warning for ABS ECU" with a warning icon.
- Competitive Intelligence:** Information about "AnotherCo", including company profile, clients, annual reports, and product lines.
- My Communities:** A section for Ford Customer Intelligence with recent news items.

Auto PLM Supplier Collaboration - Platform Executive Role

Speaker Notes

The screenshot shows the MANUCO Platform Executive interface. The user is Ben Richey, Platform Executive. The interface displays a Quality Insight Alert for a supplier. The alert details a recall analysis in progress for an ABS ECU, with a 'Forward' button circled in red. The alert text reads: 'Early Quality Warning for ABS ECU. Recall analysis in progress. High risk for PSL impact.' The interface also includes sections for Quality Insight Messages and Contact Information.

Supplier	Part #	Alert	Status	Details
B Supplier	BR47198	Early Quality Warning for ABS ECU	Recall analysis in progress. High risk for PSL impact.	Forward

Quality Insight Messages
Repeated failures identified by service and warranty claims for Antilock Braking System (ABS) Electronic Control Unit (ECU) failures. Numerous misdiagnoses have caused unnecessary replacement of sensors and brake parts by service technicians. Predictive failure analytics identified the correlation of numerous failures to the ABS ECU.
Recall analysis is in progress with B Supplier.
Customer Service: 45-998-23098

Contact Information
Primary Contact: Jorge Nevillo, 45-998-09345, jneville@ibm.com

View another Production Line:

- ✓ Quality Insight is providing analytical information about a quality problem in his prior year model. This information originates from dealers and was analyzed by quality insight solution to give early warning so that corrective actions can be taken.
- ✓ Forward the alert to two of his top-guns in Engineering and Procurement.

Auto PLM Supplier Collaboration - Platform Executive Role

Speaker Notes

- ✓ Sending memo to two top guns in Engineering and Procurement to develop a workaround.
- ✓ Send
- ✓ Sign-Out

The screenshot shows the MANUCO web application interface. The top navigation bar includes 'My Home', 'My Workspace', 'My Career and Life', 'Our Company', and 'Business Strategy Execution'. A 'Sign Out' link is circled in red in the top right corner. The main content area displays an email message with the subject 'ABS ECU issue also used in new design'. The 'Send' button in the email's action bar is also circled in red. The email body contains a message from Ben Richey to Alex, discussing a quality issue and a containment plan. A table below the email shows product information with columns for Supplier, Part #, Alert, and Status.

Supplier	Part #	Alert	Status
B Supplier	6647198	Early Quality Warning for ABS ECU	Recall ansn. High risk fo

Auto PLM Supplier Collaboration

Speaker Notes



- ✓ Alex Lang is a top product engineer who gets called into the toughest engineering challenges.
- ✓ You'll see Alex:
 - look at Ben's request for urgent help to contain a quality issue
 - analyze the Quality Insight info
 - analyze the existing and new product designs
 - sametime with Carlos, Procurement, because of supplier content

Auto PLM Supplier Collaboration – Product Engineer Role

Speaker Notes

- ✓ Single sign on.

The screenshot shows a web browser window titled "Product Engineer | Login - Microsoft Internet Explorer". The browser's address bar contains "Links" and "Google". The main content area displays a "Sign In" form. The form is enclosed in a dashed blue border and contains the following elements:

- A "Login" heading.
- A "User Name" label followed by a text input field containing the text "alang".
- A "Password" label followed by a password input field containing seven asterisks "*****".
- A "Submit" button located below the password field, which is circled in red.

Auto PLM Supplier Collaboration – Product Engineer Role

Speaker Notes

- ✓ Alex loves her new workplace with information at her fingertips. She start with her email.

Auto PLM Supplier Collaboration – Product Engineer Role

Speaker Notes

- ✓ Alex wants to review the quality analysis for herself.

The screenshot shows the MANUCO web application interface. The main content area displays an email from Ben Richey to Alex, Product Engineer, and Carlos, Procurement Manager. The email subject is "ABS ECU issue also used in new design". The email body contains the following text:

Alex and Carlos:
Need another urgent star performance by you today to contain our development costs and schedule on the new model while not repeating this fiasco! We have finally narrowed the ABS issue on my current model to BSupplier failing ECU. See attached Alert.

Attachments: [Alert](#); I can present a containment plan tomorrow.

Links: [Quality Insight Details](#), [Part Details](#), [Product Information](#)

Below the email content is a table with the following data:

Supplier	Part #	Alert	Status
B Supplier	BR47198	Early Quality Warning for ABS ECU	Recall anal. High risk to

The "Quality Insight Details" link is circled in red. Below the table, there is a section titled "Quality Insight Messages" with the following text:

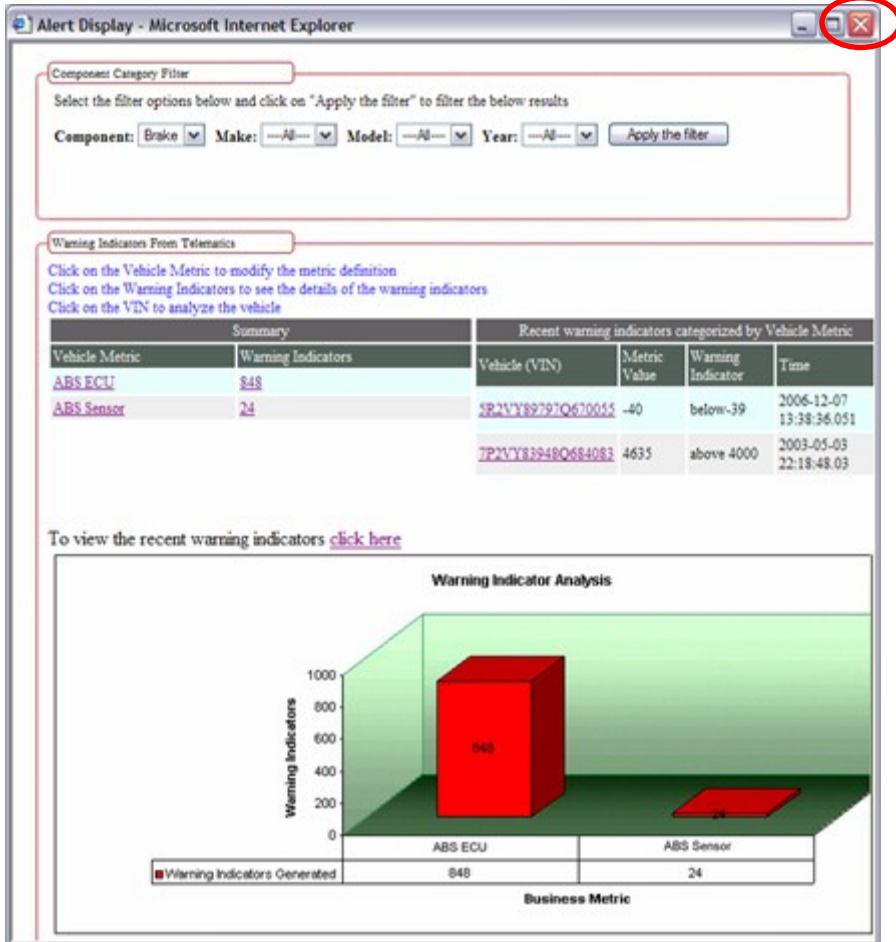
Repeated failures identified by service and warranty claims for AntiLock Braking System (ABS) Electronic Control Unit (ECU) failures. Numerous misdiagnoses have caused unnecessary replacement of sensors and brake parts by service technicians. Predictive failure analytics identified the

The interface also includes a left sidebar with navigation options like Home, Email, and Business Monitor, and a right sidebar with a calendar and instant contacts.

Auto PLM Supplier Collaboration – Product Engineer Role

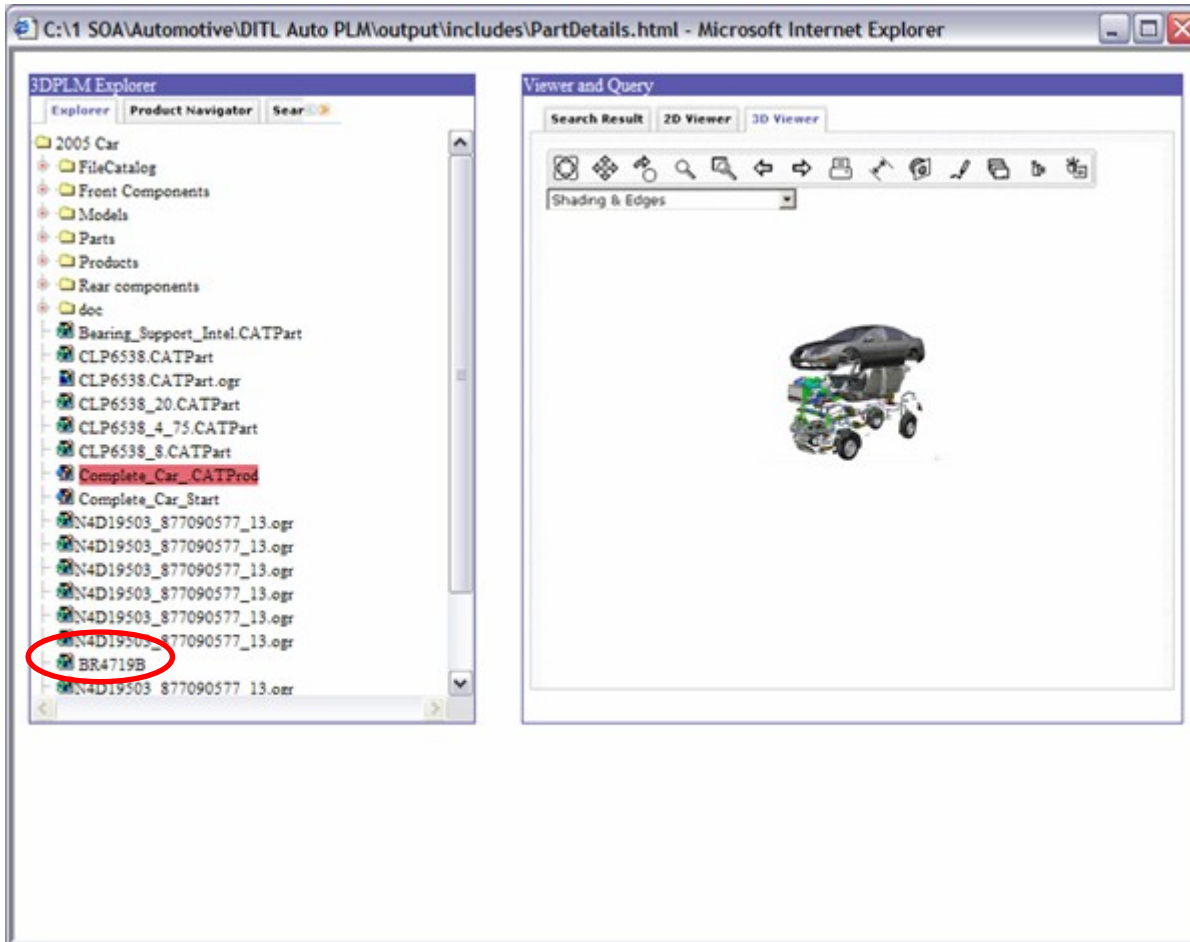
Speaker Notes

- ✓ Before implementing IBM's automotive quality insight solution, it took months for this information to get back to product engineering. Now, Alex has it at her fingertips!



Auto PLM Supplier Collaboration – Product Engineer Role

Speaker Notes

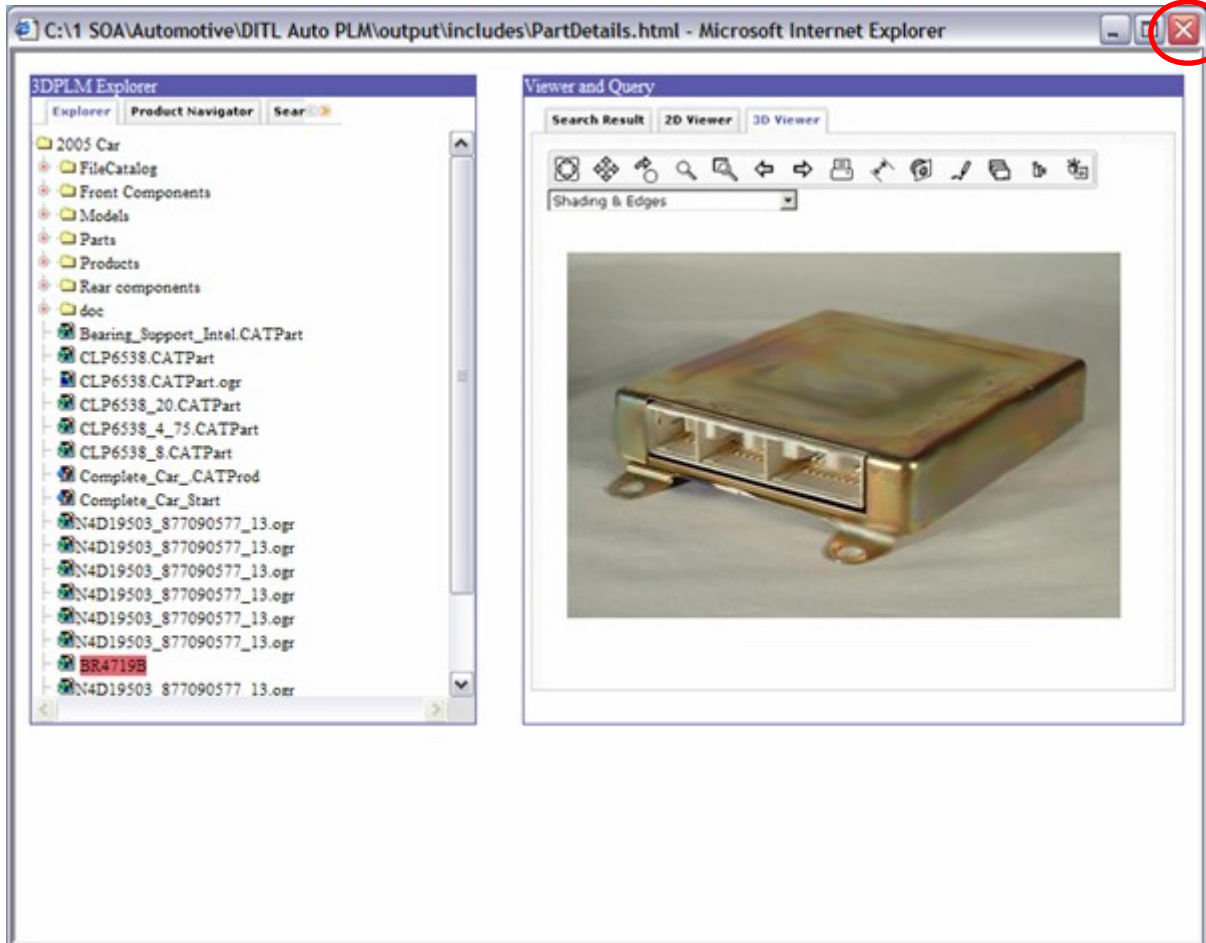


- ✓ Likewise, before implementing IBM's PLM solution, she would search for hours to find specific vehicle information. Now, she can look at the released data, normally for best practice designs to reuse in the next model's design to speed development and provide cost savings throughout the company.

However, in this example, she is quickly seeing the vehicle that has quality issues.

Auto PLM Supplier Collaboration – Product Engineer Role

Speaker Notes

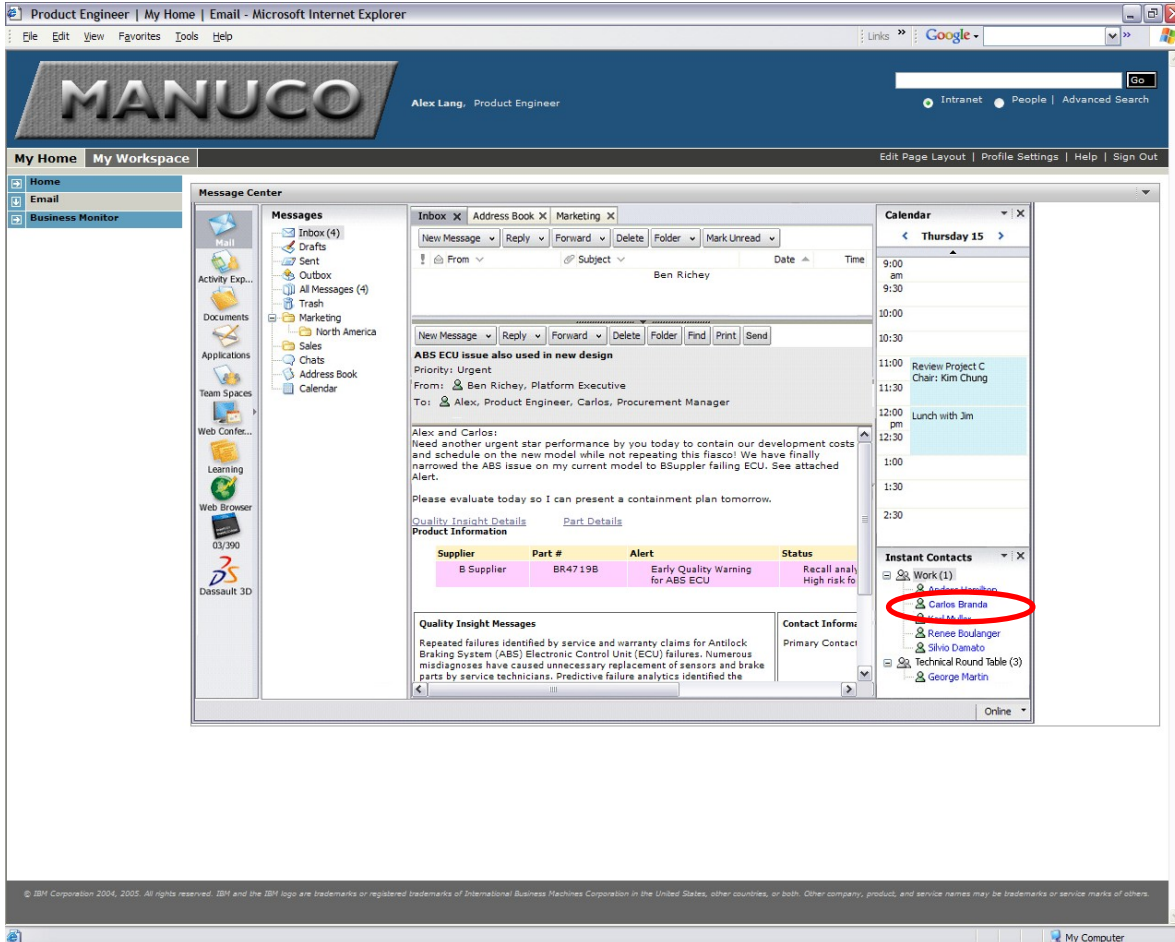


- ✓ Alex recognizes this Electronic Control Unit (ECU) as one that they are planning to reuse in the new design. This means that the quality issue may impact the vehicle in fast-path design.
- ✓ ... And this isn't the first ECU quality issue! Alex has seen numerous issues with ECUs, however they are driving many new innovative and differentiating features in ManuCo's vehicles.

Auto PLM Supplier Collaboration – Product Engineer Role

Speaker Notes

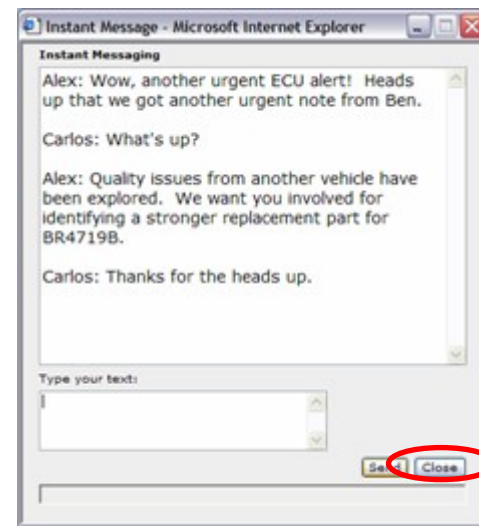
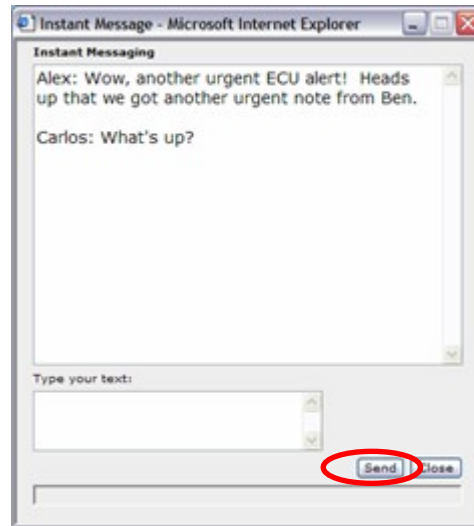
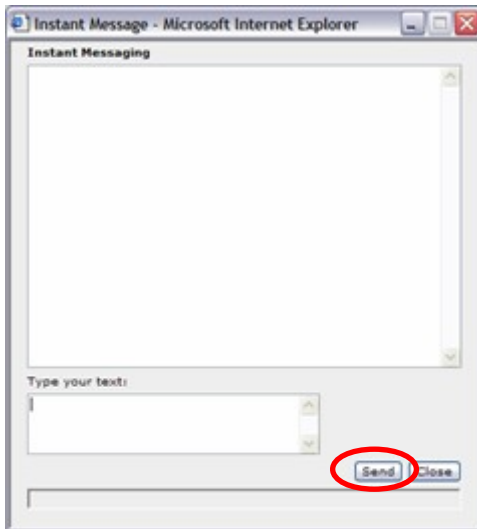
- ✓ Instant messaging is the fast way to get Carlos attention and Alex really needs her help!



Auto PLM Supplier Collaboration – Product Engineer Role

Speaker Notes

- ✓ You must wait several seconds during the chat for the text to show. Don't hit "send" again until you see two messages.



Auto PLM Supplier Collaboration – Product Engineer Role

Speaker Notes

- ✓ Mission accomplished. Alex is much more productive with the integration and fast, easy access to the information she needs. Back to splash screen.

Product Engineer | My Home | Email - Microsoft Internet Explorer

MANUCO Alex Lang, Product Engineer

My Home My Workspace Sign Out

Message Center

Inbox x Address Book x Marketing x

New Message Reply Forward Delete Folder Mark Unread

From: Ben Richey

Subject: ABS ECU issue also used in new design

Priority: Urgent

From: Ben Richey, Platform Executive

To: Alex, Product Engineer, Carlos, Procurement Manager

Alex and Carlos:
Need another urgent star performance by you today to contain our development costs and schedule on the new model while not repeating this fiasco! We have finally narrowed the ABS issue on my current model to BSupplier failing ECU. See attached Alert.

Please evaluate today so I can present a containment plan tomorrow.

Quality Insight Details Part Details

Supplier	Part #	Alert	Status
B Supplier	BR47198	Early Quality Warning for ABS ECU	Recall ansh high risk fo

Quality Insight Messages

Repeated failures identified by service and warranty claims for Antilock Braking System (ABS) Electronic Control Unit (ECU) failures. Numerous misdiagnoses have caused unnecessary replacement of sensors and brake parts by service technicians. Predictive failure analytics identified the

Contact Inform: Primary Contact

Calendar

Thursday 15

9:00 am

9:30

10:00

10:30

11:00 Review Project C Chair: Kim Chung

11:30

12:00 pm Lunch with Jim

12:30

1:00

1:30

2:30

Instant Contacts

Work (1)

- Anders Hamilton
- Carlos Branda
- Karl Muller
- Renee Boulanger
- Shivo Dumato

Technical Round Table (3)

- George Martin

Online

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My Computer

Auto PLM Supplier Collaboration – Procurement Manager Role

Speaker Notes



✓ Carlos, procurement manager, is returning from lunch. Because of the increased role of suppliers in all aspects of new vehicles from design through manufacturing, Carlos is enjoying his importance!

✓ You'll see Carlos:

- look at Ben's urgent email
- search his single view of parts across the enterprise to find preferred supplier(s) for brake ECUs
- sametime with Alex to brainstorm best approach
- see realtime status of supplier collaboration exchange
- answer Ben's email with their recommendation

Auto PLM Supplier Collaboration – Procurement Manager Role

Speaker Notes

- ✓ Single sign on

The screenshot shows a web browser window titled "Procurement Manager | Login - Microsoft Internet Explorer". The browser's address bar contains "Links" and "Google". The main content area displays a "Sign In" form. The form has a "Login" section with two input fields: "User Name" containing the text "cbranda" and "Password" containing masked characters "*****". Below these fields is a "Submit" button, which is circled in red. The browser's status bar at the bottom shows "Done" and "My Computer".

Auto PLM Supplier Collaboration – Procurement Manager Role

Speaker Notes

- ✓ Carlos is just coming back from lunch and recalling the sametime he had with Alex.
- ✓ Carlos, click on Email to see the note that Ben sent for more information.

Auto PLM Supplier Collaboration – Procurement Manager Role

Speaker Notes

- ✓ Click to see Ben's email that Alex referred to in her sametime.

The screenshot displays the MANUCO Procurement Manager web application. The interface includes a navigation menu on the left with options like 'Email', 'CDS+ Home', and 'Business Monitor'. The main content area shows a message list with columns for 'From', 'Subject', 'Date', and 'Time'. A red circle highlights the email from Ben Ritchey. The calendar on the right shows the current date as Thursday 15. The bottom of the page contains a copyright notice for IBM Corporation 2004, 2005.

From	Subject	Date	Time
Company ABC	Subject 1	03/04/2006	11:00
John Smith	Subject 2	03/07/2006	8:45
Company XYZ	Subject 3	03/20/2006	12:45
Bill Jones	Subject 4	03/28/2006	14:33
Ben Ritchey	Subject 5	04/03/2006	16:33

Auto PLM Supplier Collaboration – Procurement Manager Role

Speaker Notes

The screenshot displays the MANUCO Procurement Manager interface. The browser window title is 'Procurement Manager | My Home | Email - Microsoft Internet Explorer'. The application header features the MANUCO logo and the user name 'Carlos Branda, Procurement Manager'. A navigation bar includes 'Intranet', 'People', 'Vend', and 'Advanced Search', with 'Advanced Search' circled in red. The main content area shows an email from Ben Richey with the subject 'ABS ECU issue also...'. Below the email is a 'Product Information' table.

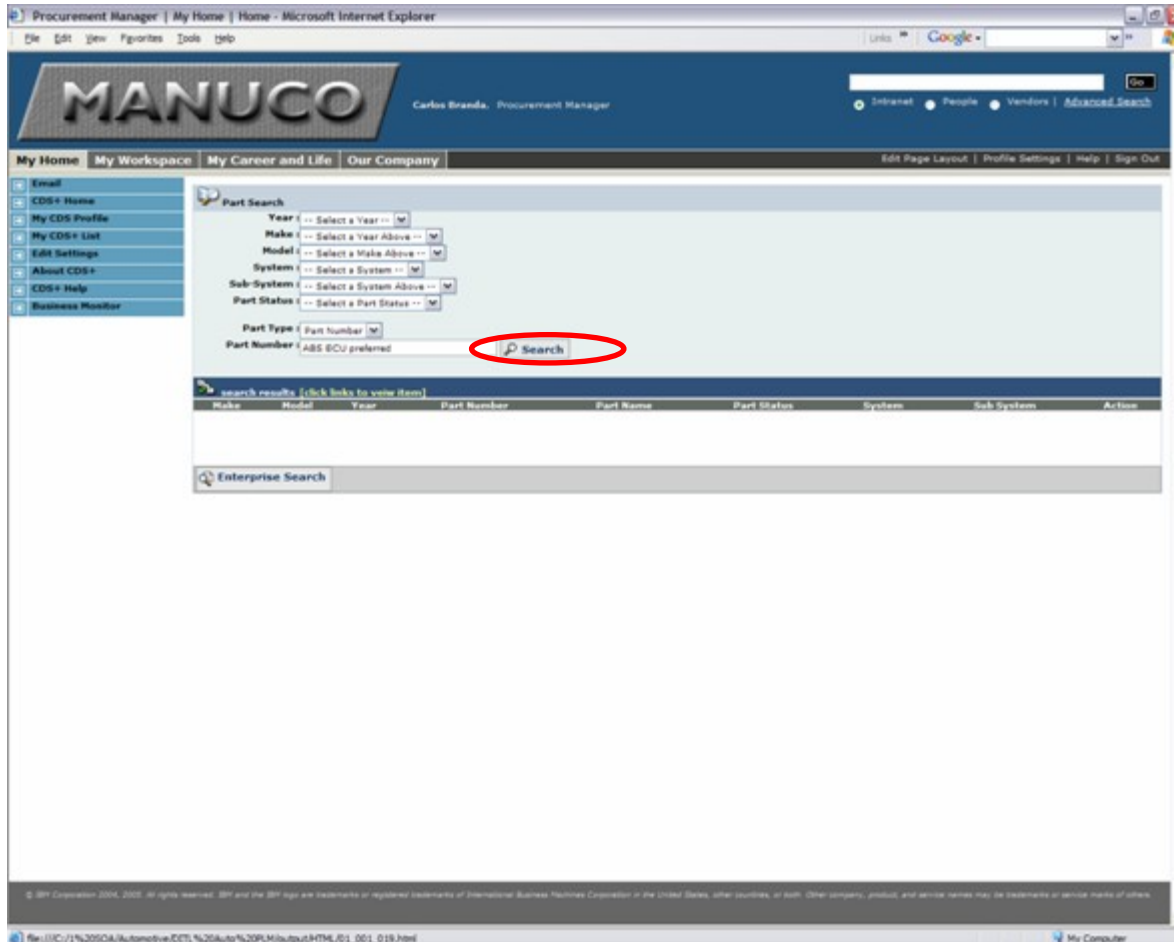
Supplier	Part #	Alert	Status
B Supplier	BR4719B	Early Quality Warning for ABS ECU	Recall anal High risk fo

- ✓ Read email to see issue is ABS ECU.
- ✓ Click to do an advanced search across their product center and enterprise.

Auto PLM Supplier Collaboration – Procurement Manager Role

Speaker Notes

- ✓ Prior to implementing IBM's WebSphere Product Center solution, Carlos had to manually search applications and discuss with many people to get part information. Today, he has easy access to the accurate and current part information.



Auto PLM Supplier Collaboration – Procurement Manager Role

Speaker Notes

- ✓ Carlos sees just one preferred supplier for Antilock Braking Systems, ASupplier. Given measures to increase the quality of parts and reduce the cost, Carlos has recently helped elevate ASupplier to preferred status as part of their supply chain initiative.

Auto PLM Supplier Collaboration – Procurement Manager Role

Speaker Notes

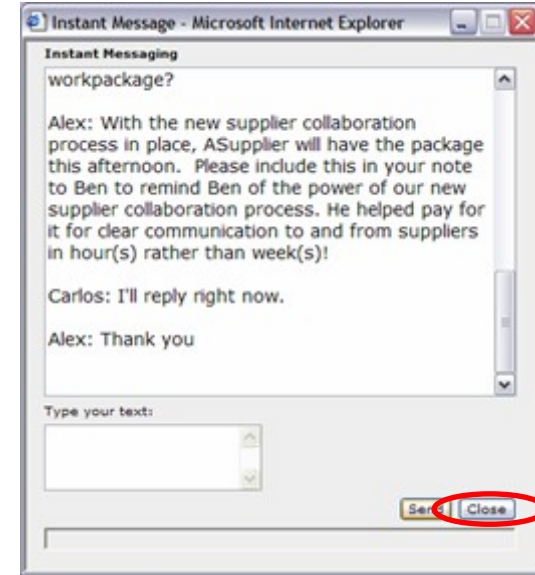
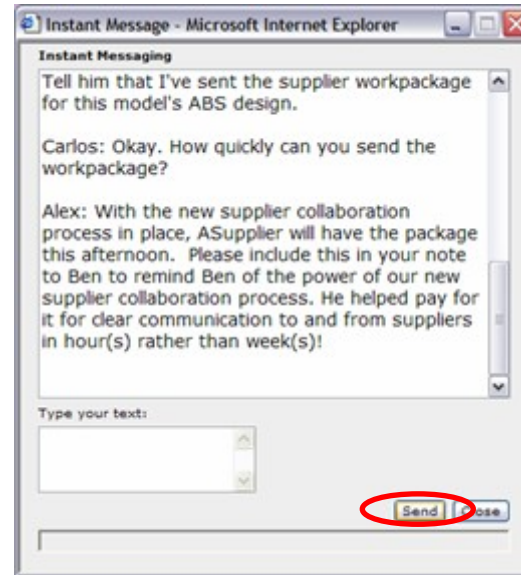
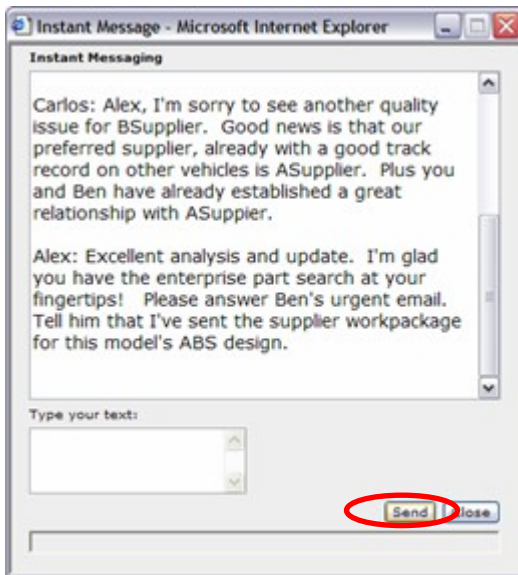
- ✓ Key to wait several seconds after clicking send to wait for both messages to show up.

The screenshot displays the Manuco Procurement Manager web application. The interface includes a navigation menu on the left with options like 'CDS+ Home', 'My CDS Profile', and 'Business Monitor'. The main content area is divided into several sections: 'Company Alerts' with a 'Complete your annual Benefits Plan Enrollment' notification; 'Email' showing 'New Messages*' with counts for Inboxes, Drafts, Sent, and Trash; 'Daily Headlines' featuring a 'Technology Review for Honda Held at the "Autoshow"' article; 'Company News' with items like 'ManuCo Releases Preliminary Fourth Quarter and Full Year Results'; 'Facilities Information' for the 'Company A Santa Anna Plant'; and a 'Quick Poll' asking 'How much time do you spend using the portal each day?'. An 'Instant Message' dialog box is overlaid on the screen, showing a conversation where Carlos asks 'What's up?' and Alex responds with details about a vehicle issue. The 'Send' button in the dialog is circled in red.

Auto PLM Supplier Collaboration – Procurement Manager Role

Speaker Notes

- ✓ This sametime window is on top of the workplace ...



Auto PLM Supplier Collaboration – Procurement Manager Role

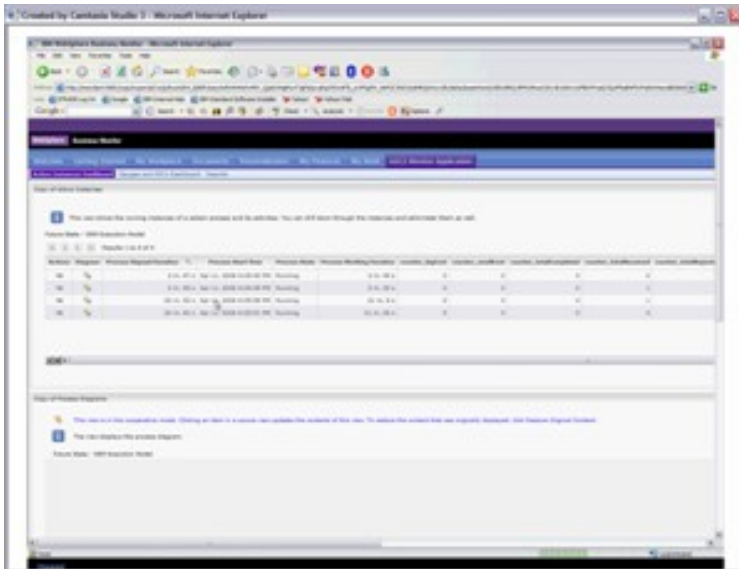
Speaker Notes

- ✓ During Carlos and Alex sametime, the workpackage is sent to ASupplier using their new supplier collaboration process. Carlos can check in realtime the status of the workpackage using WebSphere Business Monitor.
- ✓ Wow Again this used to take days and checking status was numerous phone calls and/or emails. Now the process runs smoothly.

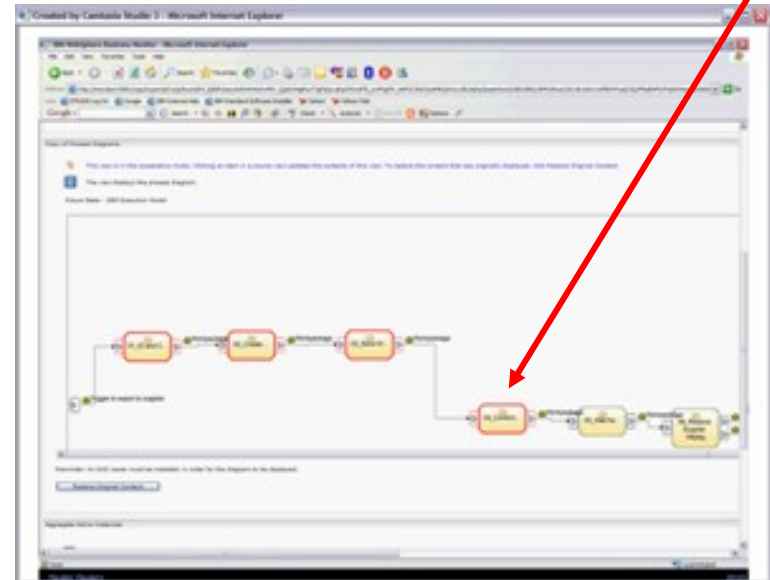
Auto PLM Supplier Collaboration – Procurement Manager Role

Speaker Notes

- ✓ Carlos is looking at real time instances of the supplier collaboration process.

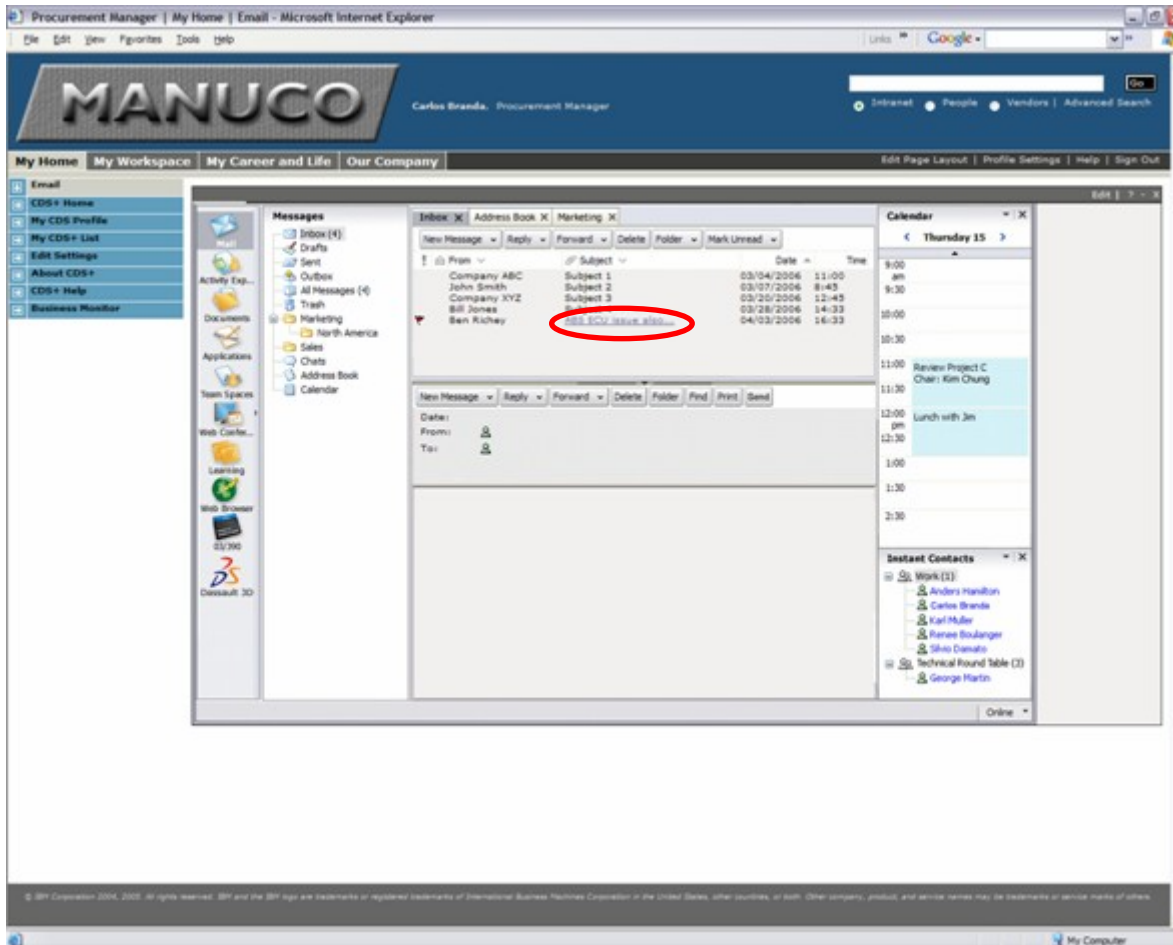


- ✓ This windows show the realtime status of the workpackage being sent to ASupplier. Carlos sees that ASupplier has received it.



Auto PLM Supplier Collaboration – Procurement Manager Role

Speaker Notes



- ✓ Alex has verified via the consolidated parts view that ASupplier is the preferred supplier, brainstormed with the engineering team and verified that the development deliverables (i.e. workpackage) have been received by ASupplier,
- ✓ Click to bring back up the email from Ben.

Auto PLM Supplier Collaboration – Procurement Manager Role

Speaker Notes

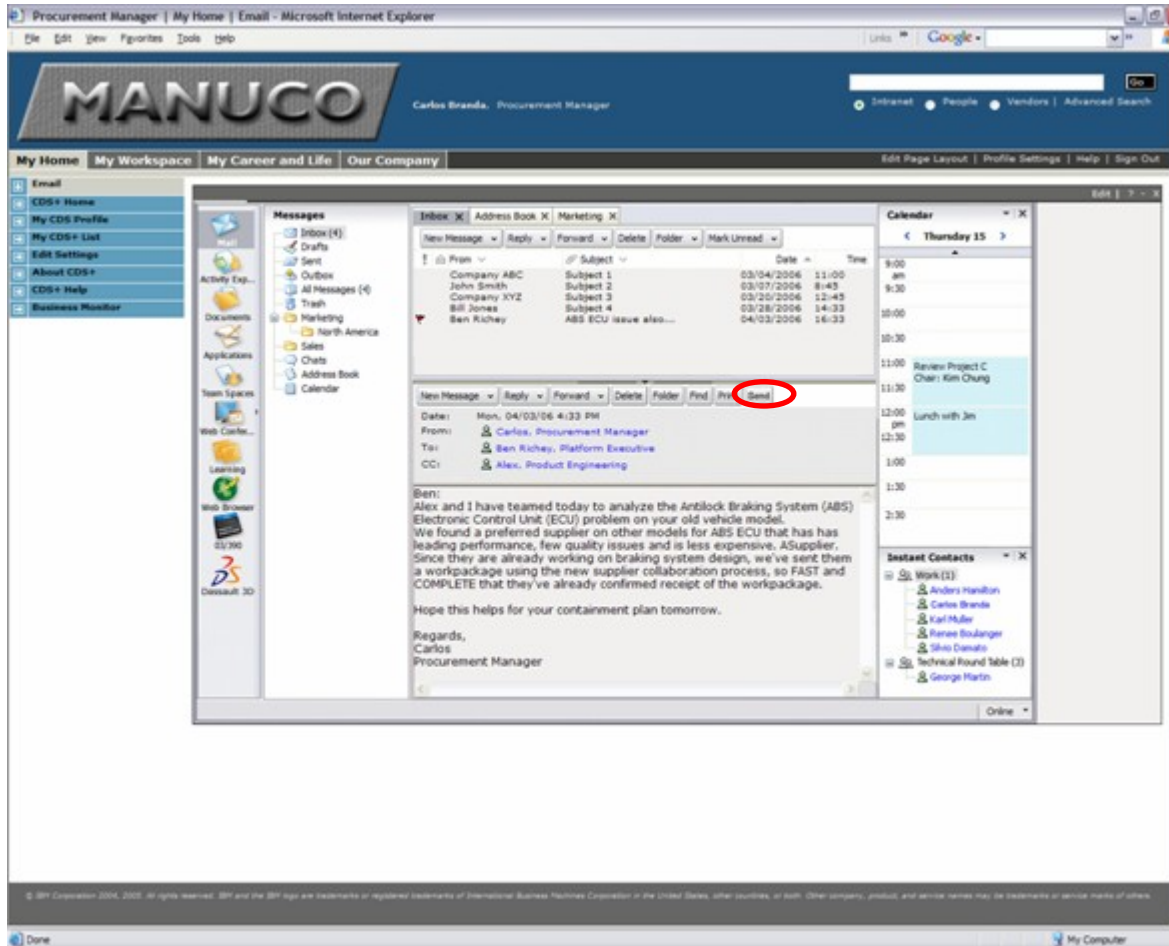
- ✓ Carlos clicks Reply.

The screenshot shows the MANUCO Procurement Manager interface in a Microsoft Internet Explorer browser. The browser address bar shows 'Procurement Manager | My Home | Email - Microsoft Internet Explorer'. The page title is 'MANUCO Carlos Branda, Procurement Manager'. The interface includes a navigation menu on the left with options like 'CDS+ Home', 'My CDS Profile', and 'Business Monitor'. The main content area is divided into three sections: 'Messages', 'Calendar', and 'Instant Contacts'. The 'Messages' section shows an inbox with a list of messages, including one from 'Ben Richey' with the subject 'ABS ECU issue also...'. Below the inbox, the details of the selected message are shown, including the sender 'Ben Richey, Platform Executive' and the recipient 'Alex, Product Engineer'. The message body contains text about urgent star performance and a containment plan. A red circle highlights the 'Reply' button in the message toolbar. The 'Calendar' section shows a daily view for Thursday 15, with events like 'Review Project C Chair: Kim Chung' and 'Lunch with Jim'. The 'Instant Contacts' section shows a list of contacts under 'Work (1)', including Anders Hamilton, Carlos Branda, Karl Muller, Renee Boulanger, Silvio Damato, and George Martin.

Auto PLM Supplier Collaboration – Procurement Manager Role

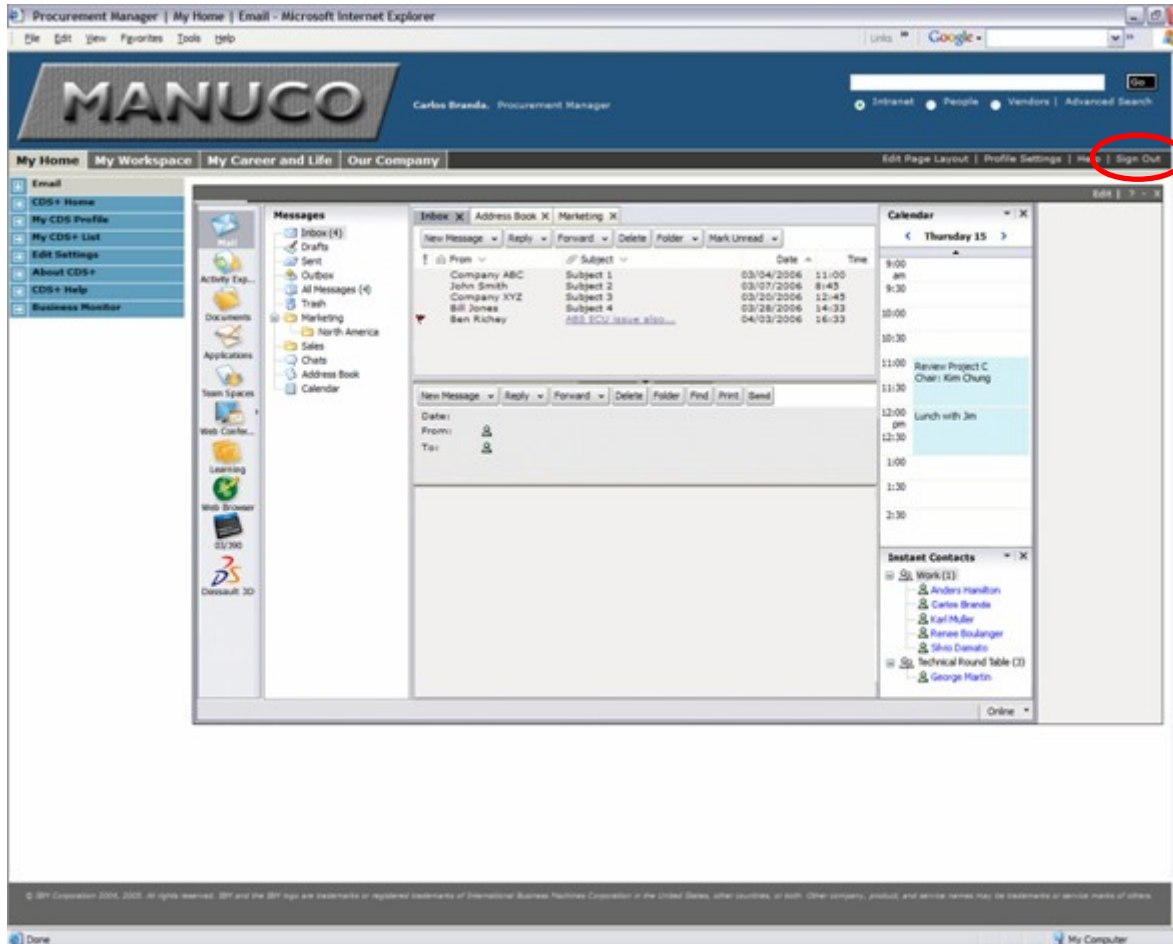
Speaker Notes

- ✓ Carlos writes email and clicks Send.



Auto PLM Supplier Collaboration – Procurement Manager Role

Speaker Notes



- ✓ Both Alex and Carlos are delighted because they are making a significant impact on their business as a direct result of having the right information available via integrated processes.
- ✓ Because of their responsiveness, Ben is able to contain his costs and be on the way to a better design for the model in design.
- ✓ Thanks!

Many IBM Software products are explicitly shown and more are used in the infrastructure. The main products with their role are:

Product

WebSphere Process Server
 WebSphere Business Monitor
 WebSphere Business Modeler
 WebSphere Partner Gateway
 Workplace & WebSphere Portal
 Lotus Sametime
 WebSphere Product Center
 WebSphere Information Integrator
 Tivoli Security management
 Tivoli Storage management
 Tivoli Provisioning management

ENOVIA
 DB2
 Quality Insight solution

Rational Business Driven Development
 WebSphere Integration Developer

Role in demo

Process integration platform
 Real time process visibility and management of business
 Business measures and process modeling shown via Monitor
 Sending workpackages to supplier
 People view of information and processes
 Instant Messaging
 Single view of parts, including suppliers
 Enterprise search across multiple systems
 Secure access and collaboration
 Maintain critical business data
 Automatically directing IT resource to meet PLM demands

Product Data Management (PDM) software
 Data management (OEMed via ENOVIA)
 Quality information and analytics used across the organization

Application development and testing
 Application development