



# One Size Shouldn't Fit All

Achieving Partner Engagement with Flexible B2B Integration



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# Engagement = Integration

Doing business today assumes managing an increasingly complex value chain made up of partners, suppliers, customers and distributors, all with different systems and requirements. Engaging all these players in a meaningful, systematic way presents a tremendous challenge but you know B2B integration is imperative to your organization's success. In fact, 68% of executives say integration challenges hinder collaboration with partners.<sup>1</sup> When you take into account the financial impact resulting from out of stock inventory, lack of actionable visibility and value chain inertia, it's no wonder this issue is on the minds of business leaders. While 73% of executives say full B2B integration is critical to business success, only 17% believe they have achieved this goal.<sup>2</sup> With the right tools in place, you can achieve B2B integration and transform your organization.

IBM puts you in the driver's seat with flexible B2B integration solutions that meet the needs of your partners and your organization. Rather than delivering a single, "one size fits all" approach, we have created comprehensive solutions that complement your environment to help maximize resources and help you achieve your business goals. From software to cloud to hybrid options, learn how IBM delivers tools to effectively connect with partners across your value chain, automate processes for increased cost savings and customer satisfaction, and enhance collaboration to drive greater success for your organization and those with whom you do business.

<sup>1</sup> Economist Intelligence Unit: Companies without Borders - Collaborating to Compete 2008

<sup>2</sup> Research commissioned by IBM, March 2012

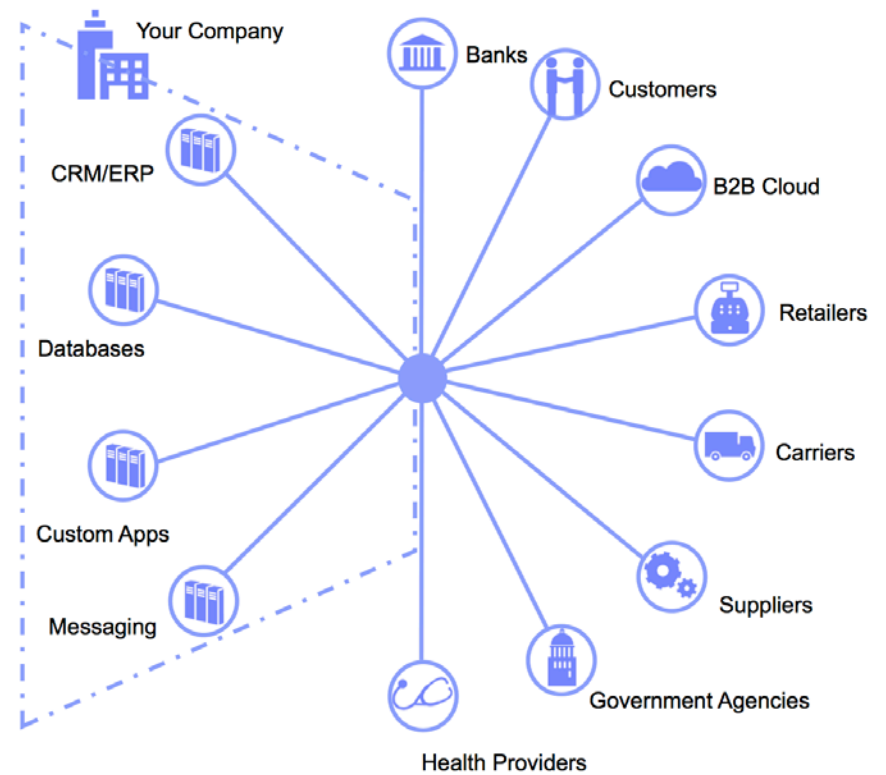
With 700 senior IT executives from Australia, Brazil, China, France, Germany, Japan, UK, USA

**While 73% of executives say full B2B integration is critical to business success, only 17% believe they have achieved this goal.**

# IBM Sterling B2B Integrator & IBM WebSphere Transformation Extender

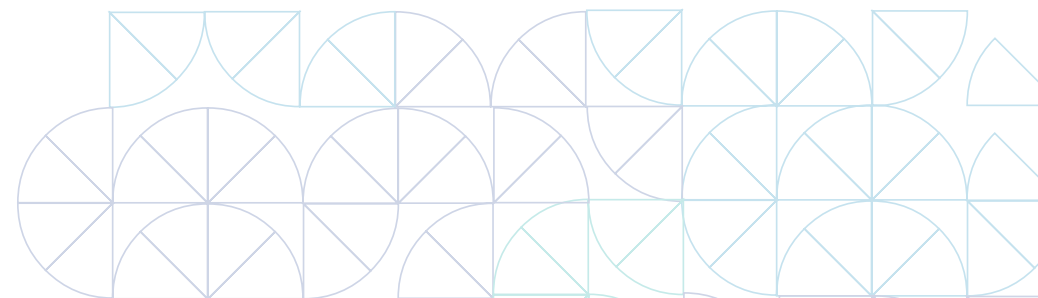
Software solutions that synchronize your extended business partner communities.

When you are working with global partners of various sizes who may or may not be electronically connected to your community, creating business processes that are automated, streamlined, integrated and coordinated are the keys to success. IBM® Sterling B2B Integrator software delivers a single, flexible B2B gateway that helps you achieve a smarter commerce strategy by synchronizing virtually every aspect of your value chain.



Designed as a true multi-enterprise gateway hub, IBM Sterling B2B Integrator delivers the orchestration and automation you need to:

- **Quickly connect and automate business processes with partners, regardless of size, importance or type, without putting a strain on your internal resources.** Sterling B2B Integrator delivers out-of-the-box templates that standardize the onboarding process with reduced staff administration, which means you can connect with your partners faster and more efficiently. It couples an intuitive graphical business process modeler and a robust run-time process execution engine to achieve business process automation and management functionality that facilitates faster, more reliable design, deployment, updating and execution of collaborative business processes. With Sterling B2B Integrator you have the power to create customized and reusable business processes for virtually any business partner need.
- **Protect your data and communications with a security-rich environment.** With the disparate systems and business processes inherent in complex value chains, data security is a valid and growing concern. Sterling B2B Integrator includes security capabilities that help reduce Internet threats, protect file transfers and define and control user administration access. Addressing and achieving compliance requirements is also simplified, meaning you and your partners can reduce the risk of penalties and maintain the safety of your data.

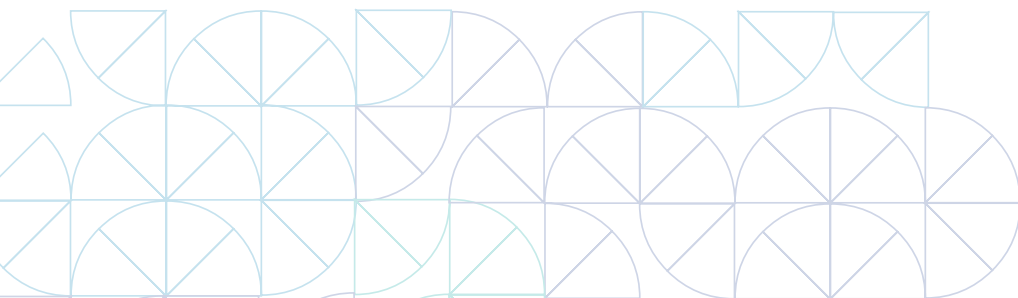


Having access to critical data helps you become more collaborative and gives you the insight you need to make the best decisions.

- **Gain visibility to critical data so you can better collaborate with partners and respond to customer needs.** With the Sterling B2B Integrator dashboard, you can customize information access by user or role through a single interface. Processes are monitored through the dashboard, providing you with a view that's tailored to the needs of key decision makers. Having access to this data does more than simply let you identify and remedy bottlenecks; it helps you become more agile by enabling you to see faster and further into your collaborative business processes, giving you the insight you need to make the best decisions.

## IBM WebSphere Transformation Extender (WTX)

IBM® WebSphere Transformation Extender (WTX) takes the power of Sterling B2B Integrator and increases its capabilities exponentially. Using predefined industry packs, clients can integrate customer, supplier and business partner transactions across their enterprise with a single, universal transformation solution. WTX allows you to efficiently process large volumes of data and aggregate disparate data sources to illuminate business processes. And, reusing the transformation asset throughout your enterprise provides you with a consistent, scalable solution.



## Case Study



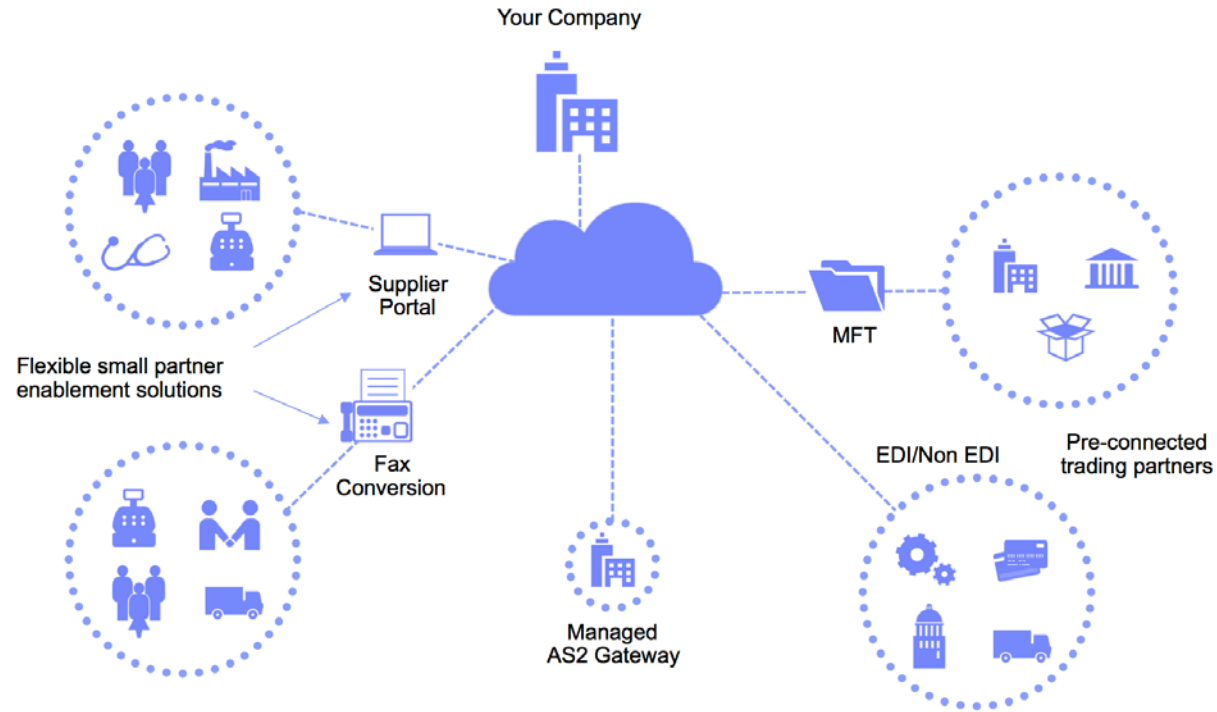
### Coca Cola Bottling Co. Consolidated case study

Coca Cola Bottling Co. Consolidated (CCBCC) makes, sells, and delivers carbonated and noncarbonated beverages, primarily products of The Coca-Cola Company to 11 states in the southeastern United States. CCBCC is the second largest Coke bottler in the United States. CCBCC's business was running on a multitude of different technologies. Manual searches and information delays were creating operational bottlenecks and business inefficiencies. CCBCC would manually enter the equipment services work order into their legacy system when work orders arrived via phone or fax from their customers. This process was time consuming and open to error, and so CCBCC began to question the potential cost of these errors. CCBCC needed to quickly accept and return information electronically without error and focus on software replacement as a means to improve cross-application and system integration. They needed a flexible and robust system to integrate internally with SAP as well as other existing systems.

Using Sterling B2B Integrator, CCBCC achieves operational efficiency by quickly processing important service management data for analysis. CCBCC has extended credibility with other business units throughout their enterprise by using Sterling B2B Integrator in innovative ways, most recently with CCBCC's transportation arm. Sterling B2B Integrator provides seamless, security-enhanced integration across the CCBCC business units and throughout their external customer and partner base. CCBCC continues to provide value to their customers by automating and streamlining processes, accommodating unique requirements, as well as enabling business agility.

# IBM Sterling B2B Collaboration Network

Cloud solutions designed to optimize B2B process automation.



While most companies today recognize the value of B2B process automation, achieving it can be a challenge for many. Some may not have the bandwidth to create a secure B2B environment, while others do not have the resources to effectively recruit and enable their business partners.

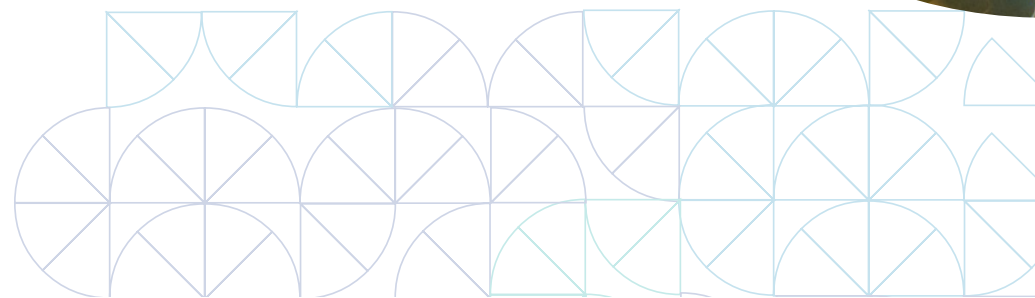




**IBM Sterling B2B Collaboration Network is a flexible, cloud-based service that gives organizations visibility and control over the business processes shared with outside companies.**

IBM® Sterling B2B Collaboration Network is a flexible, cloud-based service that gives organizations visibility and control over the business processes shared with outside companies. This solution provides real time visibility into critical business data and contextualizes it to facilitate better decision-making, analysis of partner performance and enhanced customer experience. With this comprehensive set of capabilities you can:

- **Simplify and accelerate partner integration in the cloud.**  
Exchange information with virtually any partner anywhere and with virtually any data type using a single, secure connection. Many of your global partners will likely be among the over 300,000 trading entities accessible via Sterling B2B Collaboration Network. And, beyond simply connecting with your trading community, you can expand it with Sterling Community Development Services. These services include network conversion assistance, partner recruitment and onboarding, and community surveys, all to help you connect and automate business processes more quickly with your partners.





- **Automate processes with your smallest partners.** With IBM Sterling Supplier Portal and IBM Sterling Fax Conversion Service you can automate transactions with your smallest partners with little or no impact on their current processes. Sterling B2B Collaboration Network delivers real time visibility into your B2B operations, providing you with the actionable information you need for improved strategic decision making. Status reports on purchase orders, invoices and advance ship notices let you monitor specific business processes while proactive alerts help you reduce errors.
- **Take advantage of cloud economics.** Sterling B2B Collaboration Network lets you take advantage of cloud economics to automate business processes without the upfront investments of traditional implementations. You have access to a comprehensive set of proven, security-rich cloud solutions to help you rapidly accelerate the synchronization of your value chain. Engage and collaborate with customers, suppliers and trading partners more quickly in the cloud to create a differentiated customer experience.



## Case Study

# Helen of Troy

## Helen of Troy, Limited case study

Helen of Troy, Limited, has established itself as a leader in the personal care products market through new product innovation, superior quality, and competitive pricing. Brand names include Vidal Sassoon, Revlon, Infusium 23, Karina, OXO and Good Grips. Helen of Troy business partners range in size from big box stores to small Mom-and-Pop shops, and are located in the United States, Canada, France, Germany, and the United Kingdom. Helen of Troy is responsible for the transfer of electronic documents for all business partners throughout each division. In order to transfer these documents, they were using an Internet-based, value-added network (VAN) that proved unreliable: they discovered data was being lost. What's more, available support services were not competent, timely, or friendly. Clearly, the company needed a more reliable and secure process to move their documents.

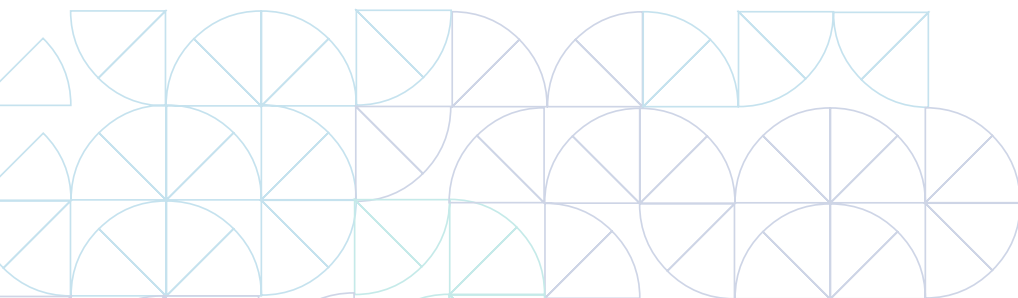
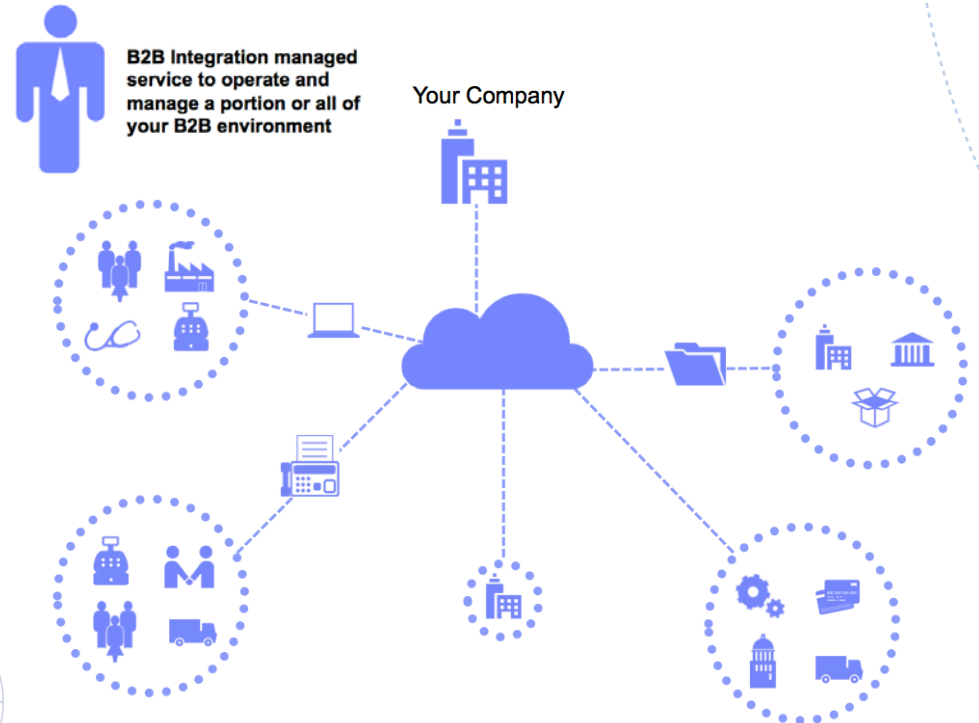
After meeting with the IBM Sterling Community Development Services team regarding the Texas company's needs and expectations, Helen of Troy decided to implement Sterling B2B Collaboration Network, a hosted solution that offers more than the traditional VAN functionality. Sterling B2B Collaboration Network can handle multiple communication methods and data formats with ease, including EDI and non-EDI files. A secure and reliable tool, Sterling B2B Collaboration Network allows Helen of Troy to exchange thousands of documents daily with more than 150 business partners, regardless of size, location, or communications preferences. Sterling B2B Collaboration Network enables Helen of Troy to optimize and transform their Business Collaboration Network. The company can now connect, communicate and collaborate more efficiently with its customers, partners and suppliers.

# IBM Sterling B2B Integration Services

Managed B2B collaboration solutions in the cloud.




In order to be truly successful, B2B integration requires effective, ongoing management and monitoring. But with so many moving parts and with ever-changing requirements and processes, this level of management can put a strain on an organization's internal resources and capabilities, sometimes to the degree that collaboration projects are delayed or abandoned. IBM® Sterling B2B Integration Services utilizes the power of the Sterling B2B Collaboration Network combined with IBM's expertise, processes and technology to deliver a comprehensive B2B managed services solution. By relying on Sterling B2B Integration Services to assume responsibility for some or all of your B2B integration infrastructure and business processes, your organization can enjoy these benefits:



- **Maximize your internal resources with managed services.** Sterling B2B Integration Services provides the resources to manage your B2B integration environment, enabling you to use internal resources where they are needed most. You get best-in-class support backed by the IBM name, all offered with maximum flexibility so you can take on as little or as much responsibility as you like. No matter how much you decide to have IBM manage, you always have real time visibility into your B2B integration operations.
- **Reduce your total cost of ownership.** By leveraging our infrastructure, software, network services and expertise, Sterling B2B Integration Services delivers maximum business value with a low TCO. In fact, this service generally pays for itself in less than ten months.<sup>3</sup> Our experts will manage your document delivery process which can help decrease errors in orders, pricing and invoicing. Our pay-as-you-go model allows you to preserve working capital to fund other mission-critical business initiatives. We can even assist with your B2B integration strategy to drive further value and savings for your organization.
- **Realize invaluable competitive advantage by accelerating B2B collaboration.** Rely on IBM's B2B expertise and support to help accelerate customer and supplier B2B collaboration, which helps you to roll out new products and services faster. With IBM experts managing and monitoring your B2B integration community, you can potentially benefit from faster partner onboarding and improved supplier compliance with Sterling B2B Integration Services. And faster onboarding can mean faster time to market as well as increased profitability.

<sup>3</sup> Business Value of IBM® Sterling B2B Integration Services for B2B Integration, IDC White Paper, March 2012



With IBM experts managing and monitoring your B2B integration community, you can potentially benefit from faster partner onboarding, improved supplier compliance and accelerated customer and supplier collaboration.

## Case Study



### Bonnie Plants case study

Bonnie Plants (Bonnie) began in 1918 in a backyard and has grown to include 68 growing stations around the country. Bonnie currently has 450 sales representatives servicing more than 13,000 accounts. A national plant wholesaler based in Alabama, Bonnie is dedicated to supplying retail stores throughout the United States and Canada with the best herb, flower, and vegetable plants available. "With sales data taking up to three days to process, we felt like we were drowning in data," said Tim Hazle, Computer Services Manager, AFC. "It could take an entire day to process sales orders, and those stats were subject to human error." After pulling information across a dial-up modem, Bonnie often discovered the data was incomplete. Continuously facing the challenges of trading electronically with little visibility, Bonnie realized they had outgrown the systems they had been using for the past 10 years and began looking for a solution. Bonnie had to face the challenge of 70 percent of their business occurring between the months of March and May. They looked in-house, but they did not have the technical resources, and it did not make sense financially because of their seasonal business.

Looking for a better way to understand their sales, and project the needs of the retail chains carrying their plants, Bonnie decided outsourcing would be the best answer. With Sterling B2B Integration Services, each time a Bonnie product is scanned at a retail store, the information is collected, put into a common layout, and then processed immediately. Bonnie's sales team can check sales, and project the needs of an individual retail store carrying their plants. This real-time visibility allows salesmen to drop off new plants where and when they are needed. Sterling B2B Integration Services helps improve the service Bonnie provides and enables them to trade more efficiently, maximizing market opportunities. Bonnie now processes, on average, 90,000 documents per month, with around six million transactions during their peak season of March through May. Sterling B2B Integration Services is designed to accelerate Bonnie's ability to achieve B2B collaboration by empowering them to use their internal resources to rapidly grow and adapt their B2B community.

## Creating the Ideal B2B Integration Solution

There is no question that achieving B2B integration is essential to your organization's vitality. And, IBM's solutions have been specifically designed to help you accomplish exactly that. The key to these solutions is flexibility; we are dedicated to partnering with you to create and deploy the solution that best fits your requirements and goals. So whether you utilize one of these three solutions fully or create a hybrid made up of various solutions that address and satisfy your specific needs, the results your organization should expect are the same:

- Faster time-to-benefit
- Lower value chain latency and cost
- Better data exchange security
- Quicker issue resolution
- Happier customers

Your success is what motivates us, which is why we have created the [B2B Integration Deployment Advisor](#), a simple online assessment tool that helps you determine the best solution or solutions for integrating with your trading partner community. We invite you to explore this tool, then team with us to create the best deployment choice for you.



## For more information

To learn more about IBM Sterling B2B Integration Solutions please contact your IBM sales representative or IBM Business Partner, or visit the following website:

<http://www-01.ibm.com/software/commerce/b2b/b2b-integration/>

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