

Business integration solutions for item synchronization  
To support your business objectives



WebSphere® software



**Optimize supply chain processes to facilitate faster,  
more accurate communication of product data.**

As a midsize manufacturer, your business environment is changing dramatically. Your customers expect—and often mandate—an integrated supply chain. Your product data must be synchronized and maintained through secure, standardized Web-based systems like UCCnet's GLOBALregistry to eliminate time-consuming and error-prone processes.

To stay competitive, you must meet or exceed these expectations with a streamlined IT infrastructure designed to automatically organize, validate and transmit vital product data to your customers. At the same time, you need to control your IT costs and meet customer requirements by leveraging your existing technology investments.

The demands of today's marketplace require you to become an e-business on demand™, able to react and respond to changing business needs. To operate in an on demand business environment, you have to rethink the way in which you aggregate and verify your product data, and provide your trading partners with real-time access to this information.





### **Meet the demands of a tightly integrated supply chain**

Since detailed product information forms the basis of the data used to sell products, a system that can help ensure item data accuracy—and optimize the communication of product information to partners—is a core requirement for your business. You need to have an integrated IT platform that allows you to transmit up-to-the-minute, accurate information for verification with online registries such as UCCnet's GLOBALregistry. Otherwise, your customers' catalogs and point-of-sale (POS) systems could contain outdated or incorrect item information, jeopardizing your existing customer relationships.

But synchronizing product information with UCCnet to enable better access by your trading partners and retail customers is a complex task. Prices fluctuate. New products arrive and replace other items in your systems. To better manage and communicate your product data, you need to create a standardized system for item synchronization that is able to authorize and send product information to your partners. By streamlining your item synchronization systems, you can improve the flow of data between you and your customers—and increase your speed to market.

### **Coordinate and manage product data to strengthen customer relationships**

Built to meet the standards established by UCCnet, IBM WebSphere® Business Integration Express for Item Synchronization and IBM WebSphere Business Integration Express Plus for Item Synchronization solutions are midmarket software offerings that automate item synchronization business processes using proven WebSphere business integration technology. These solutions provide the software you need to accelerate your transition to automated item synchronization with a cost-effective approach to UCCnet connectivity.

WebSphere Business Integration Express for Item Synchronization solution uses prebuilt process flows that connect to your existing back-end systems with a variety of technology adapters. WebSphere Business Integration Express Plus for Item Synchronization solution extends these capabilities by providing full back-end application integration and tools to help you develop customized process flows.



### **UCCnet: Creating more effective item synchronization**

UCCnet is the global, Internet-based electronic commerce service that allows companies to improve supply chain efficiency by providing a standard protocol for them to store and share product data. An online item registry that's a subsidiary of the Uniform Code Council, Inc., UCCnet helps you create standardized product data and integrate that information directly with your customers' business systems.

UCCnet has developed an information exchange framework that enables you to send and receive product data to and from UCCnet's GLOBALregistry. This streamlined process lets you validate, reformat and send your new item data to UCCnet's GLOBALregistry when you update your internal systems. The steps are automated, requiring only minimal employee interaction to complete item synchronization tasks.

With UCCnet synchronization capability, you can add or update item data in your system and allow those changes to occur throughout your trading partner network, reducing the time and costs associated with item management. Implementing UCCnet standards to replace manual-based methods of organizing and sharing item data helps ensure that your items are universally accepted throughout your trading network.



### **Improve item accuracy—and increase your profitability**

Your customers expect rapid delivery of real-time, updated item data such as availability, unit of measurement and price. Traditional methods of transmitting this information (phone, fax and e-mail exchanges) can cause data mismatches and incorrect shipments due to human error and the time lapse between receiving information and altering the item record. To provide better data—and help you strengthen relationships with trading partners—you must be able to transmit, synchronize and verify item data online.

WebSphere Business Integration Express for Item Synchronization and WebSphere Business Integration Express Plus for Item Synchronization solutions include an automated process that lets you send and receive data to and from UCCnet's GLOBALregistry. Through an application-independent process collaboration, you can share information stored in your internal systems with your existing and prospective customers through UCCnet's GLOBALregistry. Automated workflows help you enhance item-management processes, creating more accurate product data to:

- *Minimize errors, incorrect shipments and deductions.*
- *Accelerate your time to market by allowing you to support next- and same-day price changes.*
- *Reduce cycle times for adding new products to retail shelves and conducting critical item-maintenance tasks.*



### Utilize proven technology to create successful item synchronization systems

To accelerate implementation time, WebSphere Business Integration Express for Item Synchronization and WebSphere Business Integration Express Plus for Item Synchronization solutions use proven technology and integrated installation capabilities to help you rapidly deploy a comprehensive item synchronization solution—and meet the product data requirements of your customers. In addition, you can leverage your existing IT investments without reinventing your IT network—lowering your total cost of ownership (TCO).

As UCCnet-certified solutions, WebSphere Business Integration Express for Item Synchronization and WebSphere Business Integration Express Plus for Item Synchronization solutions help you quickly maintain data in UCCnet's item registry. So current and prospective trading partners can easily access your product information.

### Find the right solution for your business needs

Each distributor and supplier has different procedures, business systems and IT environments. WebSphere business integration solutions are designed to help you meet your business needs—and build a stable platform to support future growth and enhancements.

WebSphere Business Integration Express for Item Synchronization solution streamlines product item synchronization processes by delivering a comprehensive solution for managing the flow of product information between your enterprise and UCCnet's GLOBALregistry. WebSphere Business Integration Express for Item Synchronization solution includes the following components:

- *InterChange Server Express*—provides multithreaded and concurrent business logic execution and helps assure data integrity
- *Item Synchronization Collaboration*—provides a common process for communicating product information to trading partners through UCCnet's GLOBALregistry
- *Toolset Express*—provides a graphical interface to manage your system and includes *Business Object Designer Express*, *Map Designer Express*, *Connector Configurator Express* and *Relationship Designer Express*
- *Selected integration adapters*—allow you to pull item information from back-end systems and connect to a gateway using any three of the following adapters: *Adapter for JText*, *Adapter for Java™ Database Connectivity (JDBC)*, *Adapter for XML*, *Adapter for IBM WebSphere MQ*, *Adapter for Java Message Service (JMS)*, *Adapter for e-Mail*, *Adapter for Web Services* and *Adapter for iSoft Peer-to-Peer Agent*
- *System capacity for up to 1,000 global trade identification numbers (GTINs)*—allows the option to upgrade and manage additional GTINs



WebSphere Business Integration Express Plus for Item Synchronization solution includes the same functionality and adds several tools to help you extend the reach of your core business systems, including:

- *Process Designer Express* – extends item synchronization collaboration by developing additional process workflows
- *Adapter for mySAP.com* (included as an option among the three adapters that may be implemented) – facilitates rapid integration with the SAP enterprise resource planning (ERP) system, helping to link item synchronization tasks to core back-office applications
- *System capacity for up to 5,000 GTINs* – allows the option to upgrade and manage additional GTINs

#### **Exceed the expectations—and demands—of your customers**

An uninterrupted flow of usable, validated product data is crucial to your success in today's economy. In an effort to reduce costs throughout their supply chains, your customers require their suppliers to provide uniform product data through industry item registries, such as UCCnet's GLOBALregistry. To stay in business, you need to change the way you do business to strengthen and extend your customer relationships.

WebSphere Business Integration Express for Item Synchronization and WebSphere Business Integration Express Plus for Item Synchronization solutions provide the blueprint for an easy-to-implement item-management system based on UCCnet's GLOBALregistry. And because it uses proven WebSphere business integration technology, your item synchronization solution can be upgraded to meet the future demands of your customers.

### Take the Express route

Express offerings from IBM combine best-of-breed hardware, software and services. Designed, developed and priced specifically for midsize companies like yours. As part of the proven IBM software portfolio, Express software offerings leverage IBM DB2® information management software. Lotus® collaboration software. Tivoli® intelligent management software. And WebSphere e-business software. All based on open standards, so they can work together and let you take advantage of your existing investments. Express software offerings come in complete packages, ready for you to use, right out of the box.

- *Speedy installation that takes minutes, not hours*
- *Packed with features – without requiring you to spend more*
- *Ready to help you grow, as your business needs demand*
- *Priced with a midsize budget in mind, with low-rate finance options available from IBM Global Financing*
- *Easy to own and to use – without adding administrative burdens or lengthy learning curves*
- *Built to run on key midsize platforms like Microsoft® Windows® 2000, IBM OS/400® for IBM @server™ iSeries™ systems and Linux*

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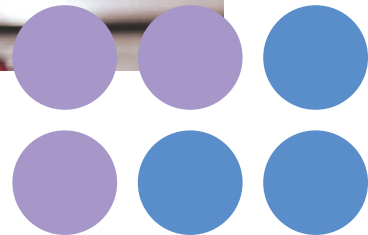
### For more information

To learn more about IBM WebSphere Business Integration Express for Item Synchronization or IBM WebSphere Business Integration Express Plus for Item Synchronization solutions visit:

**ibm.com**/websphere/wbiitemsync/express

To find an IBM Business Partner, visit:

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Software Group  
Route 100  
Somers, NY 10589  
U.S.A.

Printed in the United States of America  
09-03

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