

IBM Software Group

IBM Workplace for Procurement

Automotive Industry
Conceptual Mock-up



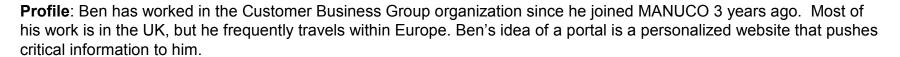


User Profile (1/4)

Name: Ben Shaeffer

Position: Customer Business Group Program Manager, MANUCO

Location: Customer and Technology Centre, Basildon, Essex, UK



Scenario: The first order of business each day for Ben is to log into the portal to check email, view his calendar, and review any product updates that relate directly to his area. While in the portal, Ben notices a new message in the Daily News that features his name and his recent deal with Ford Europe. He reads the whole article and thinks about the bonus he'll be receiving for securing this deal. He reviews his Workplace for Business Strategy Execution to view his sales dashboard and determine if he will make his numbers by closing this deal.

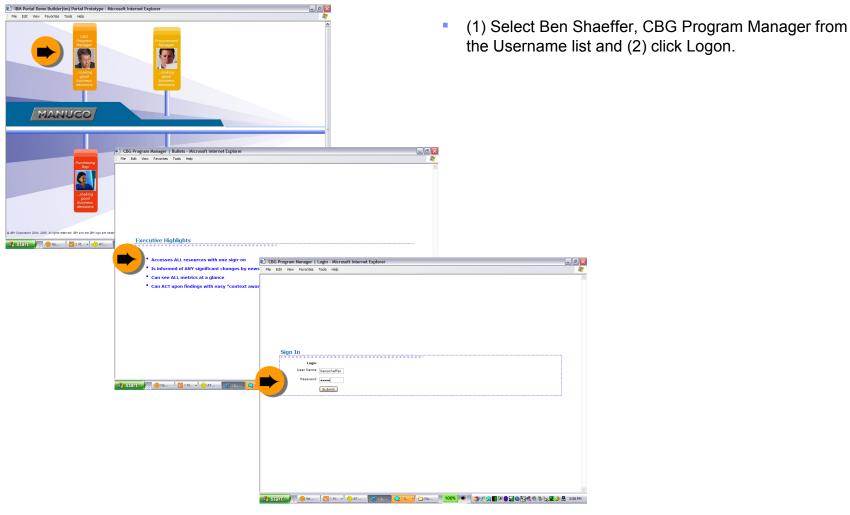
In preparation for a afternoon client meeting, Ben returns to his workspace to review product data. He sees an alert notifying him of a product design change relevant to his business. He reads more about as this is a product he will be discussing in his afternoon meeting.

During his afternoon meeting, Ben is unable to fully answer his client's question regarding the type of plastic used in the new dashboard textures. He logs into the portal, uses the **expertise finder to locate an expert in dashboard textures**. **He finds one person in Dearborn that is online and sends the question to him using instant messaging. He gets the** response to his question and is able to relay the correct information to his client.

To maintain meeting records and to relay his meeting information to colleagues, Ben creates meeting notes and submits them to the Ford Customer Facing Community.

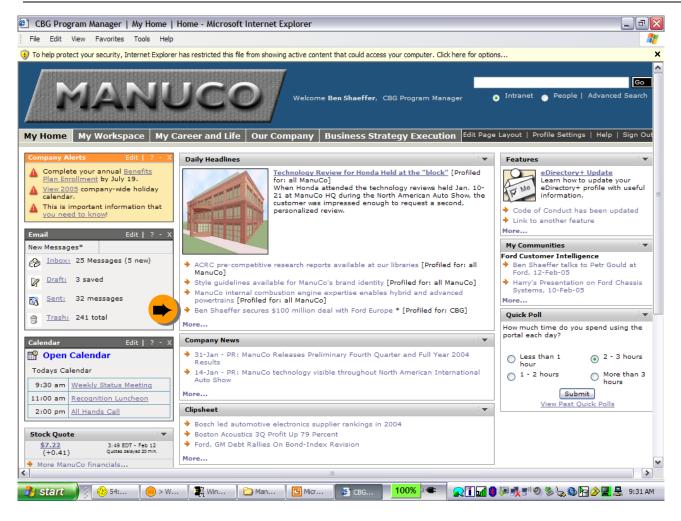


Login – Ben Shaeffer, CBG Program Manager





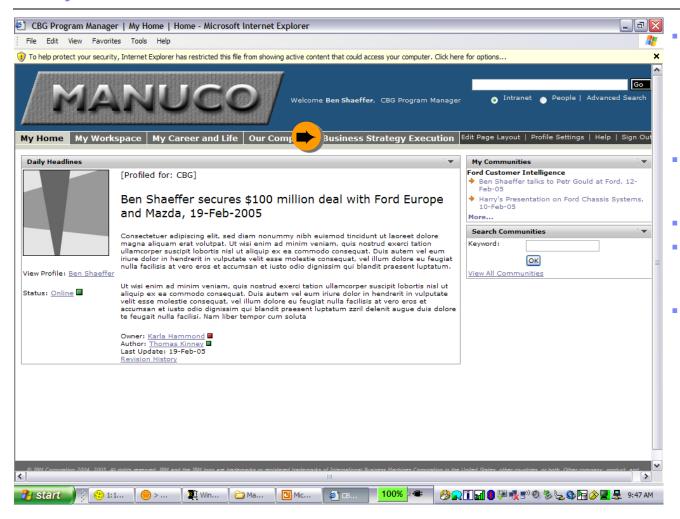
Homepage



- Scenario: Ben sees headline about himself and wants to read the whole article.
- Link: Daily Headlines portlet/Ben Shaffer...
 - ===
- Daily Headlines are profiles showing personalization from CMS.
 - Compare Homepage layout. Other scenarios are similar, but not exact personalization and/or customization.



Daily Headlines



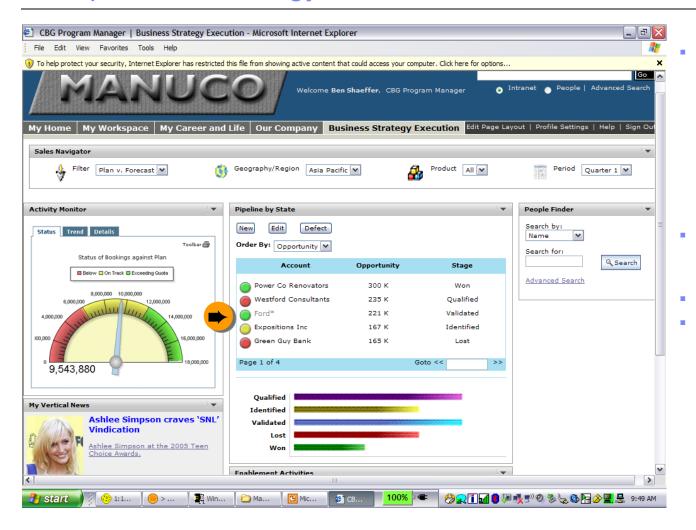
- Scenario: After reading article, Ben wants to check Sales Dashboard to see how close this puts him to reaching his numbers
- Link: Workplace for Business Strategy Execution

===

- Awareness is present for employees identified with the article
 - CMS security If an article is published internally, possibly show some meta data, like author, owner, etc. This probably wouldn't be displayed externally if the article were published to both internal and external views.



Workplace for Strategy Execution - Sales Dashboard



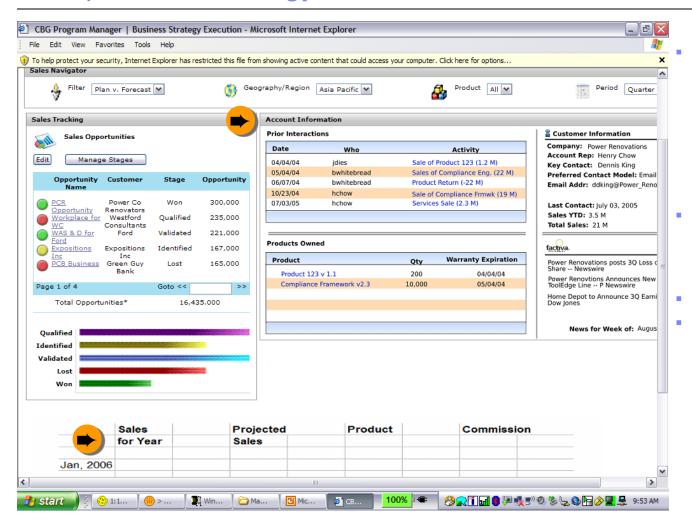
- Scenario: cont'd, this view shows Ben's Dashboard. It highlights important news specific to his accounts, and shows how close he is to making his plan for the year.
- Link: Link to view account information for Ford

===

Business Strategy
Execution is the
primary place for reps
to go to view
information about their
objectives, find out
how they are doing
toward these
objectives, and how
their activities affect
others



Workplace for Strategy Execution – Account Information



Scenario: cont'd, this view shows Ben's Account information for Ford. He can plug in the numbers for this deal to see how it will affect his ability to meet his sales objectives this year.

Link: Link to view account information for Ford, and sales tools at bottom.

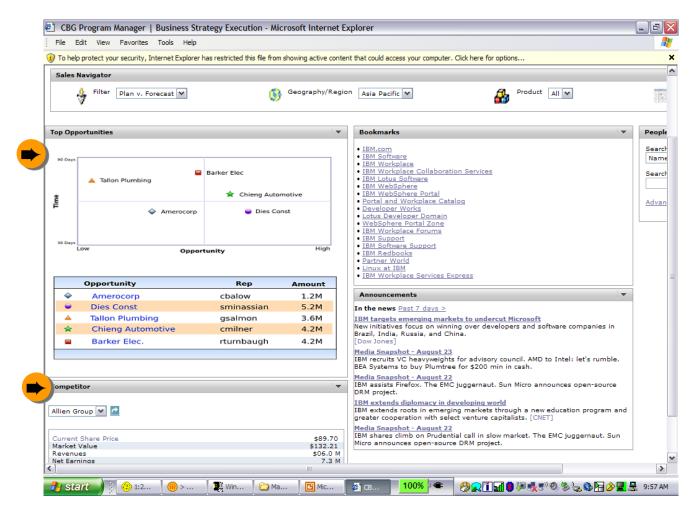
Can also view pipeline

===

Business Strategy
Execution is the primary
place for reps to go to
view information about
their objectives, find out
how they are doing
toward these objectives,
and how their activities
affect others



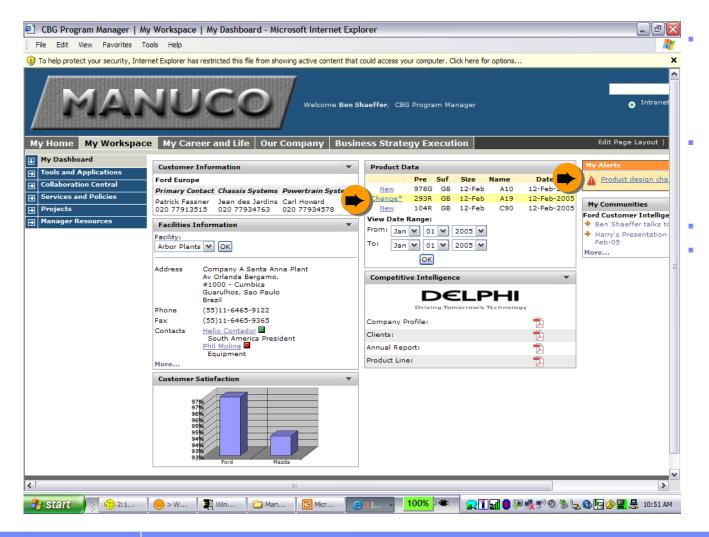
Workplace for Strategy Execution – Competitive Insight



- Scenario: cont'd, this view shows top opportunities and competitive insight information Ben can check primary competitors, announcements, etc.
- Link:back to "My Workplace Tab" at the top
 - ===
- This element will be key to reps when speaking with their customers in understanding the competitive positioning that they can take and how to position their products with the most information possible



My Workspace - Dashboard



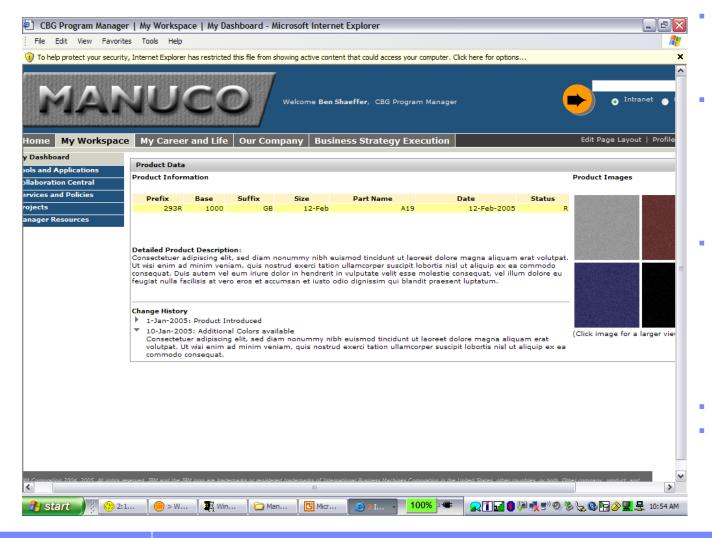
- Scenario: Prior to meeting with a customer, Ben needs to review product design changes.
- Link: My Alerts portlet/Product design... OR Product Data portlet/Change

==

The Dashboardpersonalized for the role and customized for/by the user.



Product Data



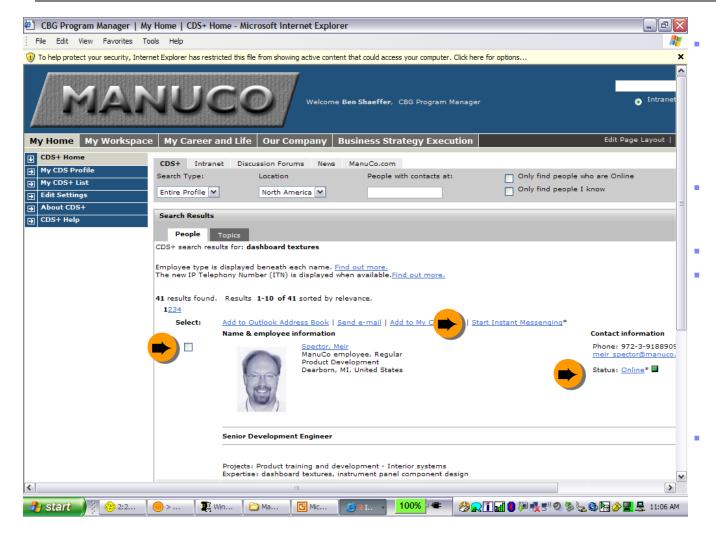
- Scenario: While the change is big (addition of new colors), it's good info to have for his customer.
- During his customer meeting, Ben is unable to answer a technical question. He uses the expert finder to locate an expert in dashboard textures.
- Link: Click people radio button (search keywords appear), then enter "dashboard textures" and hit "Go" button to find an expert that he can talk to about this change to get more information.

===

Shows how product data might be displayed for a certain role. Other roles, like an engineer might see more technical product data.



CDS+ Search Results



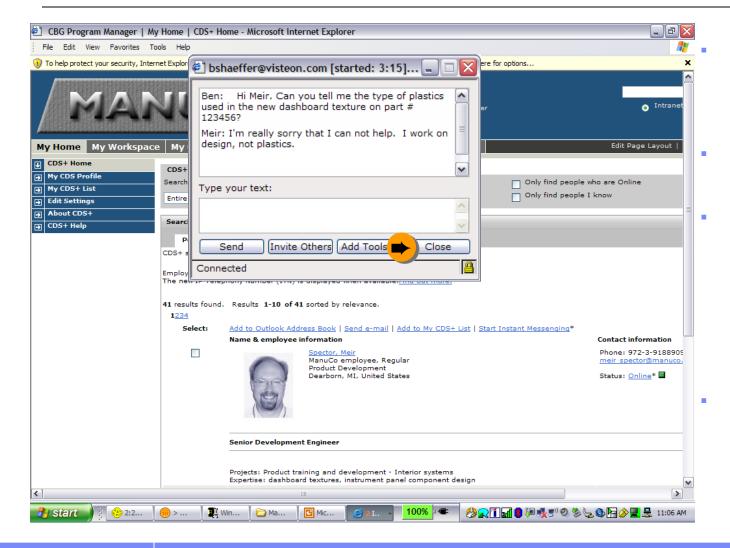
Scenario: The expert finder locates an expert in dashboard textures. Ben decides to initiate a chat with him to ask some additional questions Link: Checkbox and Start IM, or Online status.

Expert finder, from
Tacit, is more than
just search for a name
or phone number. It
could search projects,
resumes, skill sets,
etc., along with typical
people search criteria.

Note: this technology is provided by Tacit



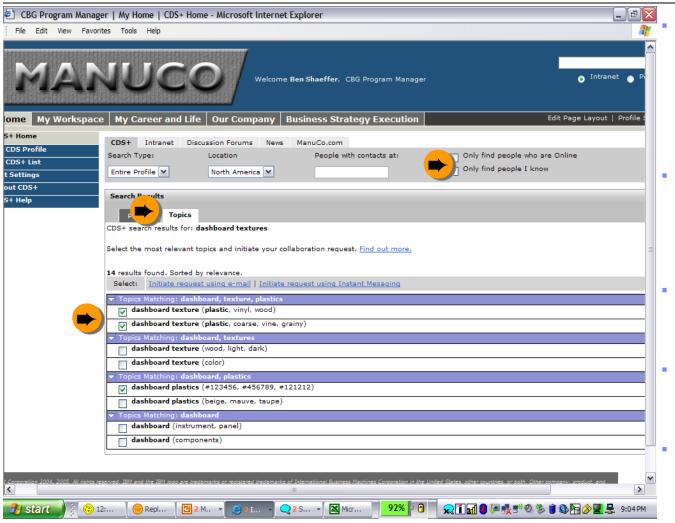
Instant Messaging & Expert Finder



- Scenario: Ben uses IM to ask Meir his question and learns that Meir cannot help him.
- Link: Close button, then "topics" tab- see next page
- Ben now turns to a deeper expertise location capability in the system. This capability allows him to use his topics of interest to *broker* a connection to people who might help.
- Note: Tacit information broker technology in use



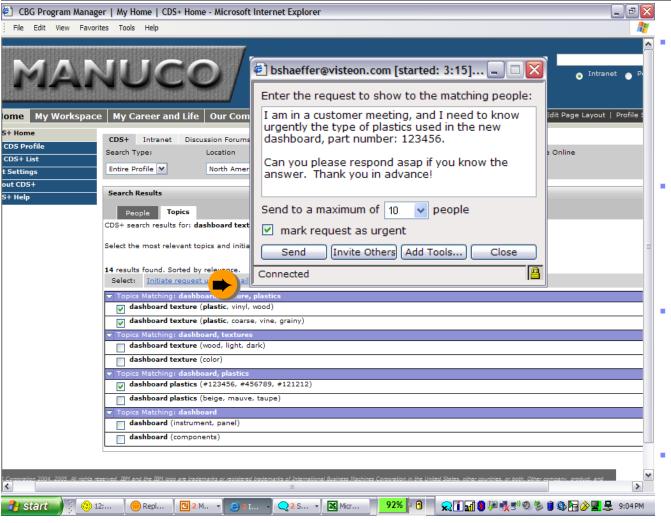
Expert Finder – Topic-based Brokering



- Scenario (1): Ben enters his topic search into the screen and the system returns a list of relevant topics related to his search. These topics represent topical areas of discourse within the organization.
- Scenario (2): Ben selects several of the most relevant topics. Now, the system will submit a *brokered* request to the individuals who are represented by these topics.
- Link click on "Topics" and select the desired topics, then right click on screen and select "chat"
- Individuals who are selected remain anonymous until they opt-in to responding to Ben's request.
- Note: This is Tacit Expert Finder Technology



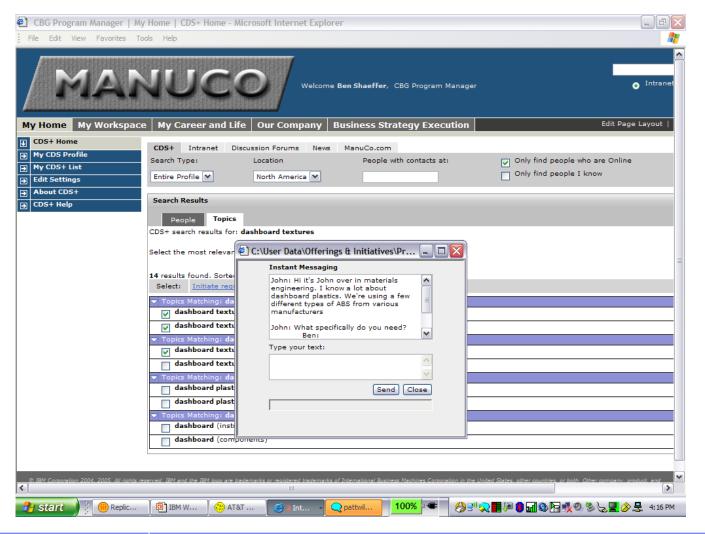
Expert Finder – Topic-based Brokering, Continued



- Scenario: Ben is guided to enter his request into an IM chat window (this step could happen within e-mail, IM or any number of other collaboration avenues).
- Scenario: upon sending his request, the system will use topical relevance and availability to select the right people to contact.
- Only those individuals who are willing to respond in real time to Ben's request are sent this request, he then has to wait for their response.
- Note: still Tacit Technology/portlet



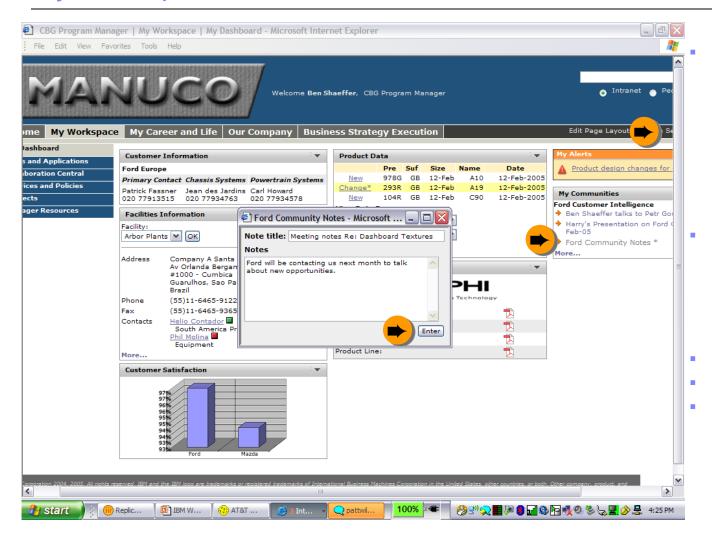
Expert Finder – Topic-based Brokering, Continued



- Scenario: Ben sent his request to 10 people, and now he has to wait to see if anyone responds.
- He gets an IM from John saying that he can help.
 Ben is then able to get his question answered for his customer.
- Link: Close
- Link: My Workspace
- =====
- This is again Tacit capability it allows users to search for experts who may have opted to only be contacted privately and have kept their skills private from the organization or to others outside the organization



My Workspace - Dashboard



Scenario: After the meeting, Ben wants to share some notes to others who work with this client. He submits his notes to the Ford Customer Intelligence Community (My Communities portlet).

Link: he goes to the Ford Community Portlet – and is able to enter some notes to share about his most recent meeting.

Link: Close

Link: Logout

===



User Profile (2/4)

Name: Carlos Branda

Position: PROCUREMENT Manager, MANUCO

Location: Manaus Plant, Manaus, Amazonas, Brazil



Profile: Carlos has been a Procurement Manager in the automotive industry for 16 years. His plant has recently become ISO-9000 certified and is wasting no time in environmental efforts to reach the ISO-14000 level. In addition to his day-to-day management role, Carlos is responsible for a **supplier rationalization** effort that his company is undertaking to reduce the management cost and variability of parts. His concept of a portal is a tool that will deliver specific and qualitative information about his plant, help him reach out to his suppliers and work with other Procurement Managers and Buyers in his organization.

Scenario: Receiving up-to-the-minute information is critical in his plant. Carlos' plant has many schedules for timing inventory delivery- the primary is a set schedule based on forecasted production. Carlos reviews his Dashboard and is alarmed to see that the **inventory of oil filters is extremely low**. He proceeds to check into the issue, and realizes his supplier has filed for chapter 11, and that he will need to **find a new supplier** to fulfill the order. Carlos leverages his Digital Union ezMarket portlet to compare various suppliers and decides to initiate a reverse auction with three of his best suppliers to see who can fulfill the order. Carlos then sets up a meeting with some of the other purchasing and procurement managers to discuss the supplier rationalization effort.



Login – Carlos Branda, Procurement Manager



(1) SelectProcurement Manager:Carlos Branda fromthe Username list and(2) click Logon.



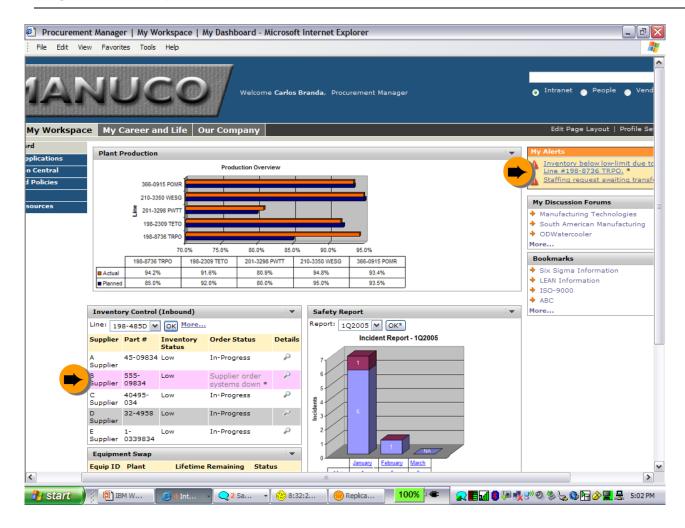
Homepage



- Scenario: Carlos' first order of business is to check his dashboard for production information.
- Link: My Workspace tab
- _ ===
- Note the differences in Carlos' homepage. His needs are different than a CBG mgr.
- Regarding Alerts- The homepage has companywide alerts. The workspace is personalized alerts



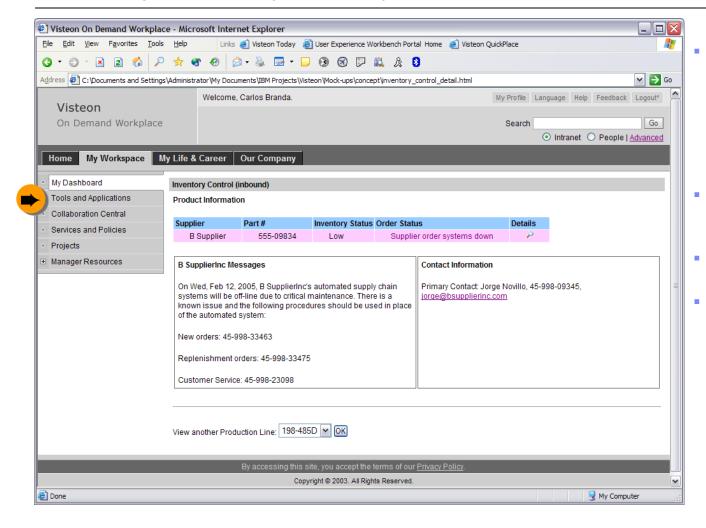
My Workspace - Dashboard



- Scenario: Carlos sees an alert that his inbound inventory of oil filters is extremely low. He checks the details of why.
- Link: My Alerts portlet/Inventory...
- ===
- Note the differences in Carlos' dashboard His needs are different than a CBG mgr.



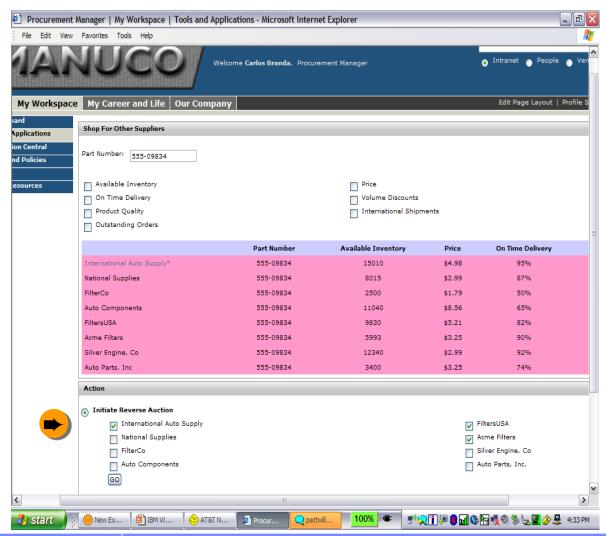
Inventory Control (inbound)



- Scenario: The problem is that one of the key Oil Filters suppliers filed for chapter 11 and will not be able to make the promised shipment dates
- Carlos must now shop for another supplier to fill this order
 - Link: Tools & Applications
 - ===



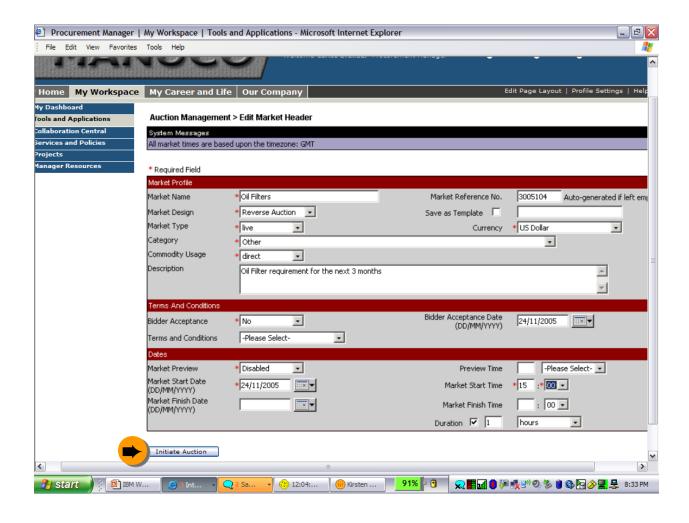
Shop for other suppliers



- Scenario: Carlos accesses his supplier comparison tool so that he can compare multiple suppliers of oil filters on their prices, as well as on time delivery, product quality, etc...
- There are 8 suppliers for this particular part. Because of Carlos' focus on supplier rationalization, he wants to choose the top 3 suppliers and initiate a reverse auction to see who might be able to provide the best price. He notices that "Auto Components" has the highest prices -he will consider them for the supplier rationalization effort later.
- Link: Under "action", select radio button for "Initiate Reverse Auction" and select 3 of the suppliers listed -International Auto Supply, FiltersUSA, Acme Filters. Hit "go".



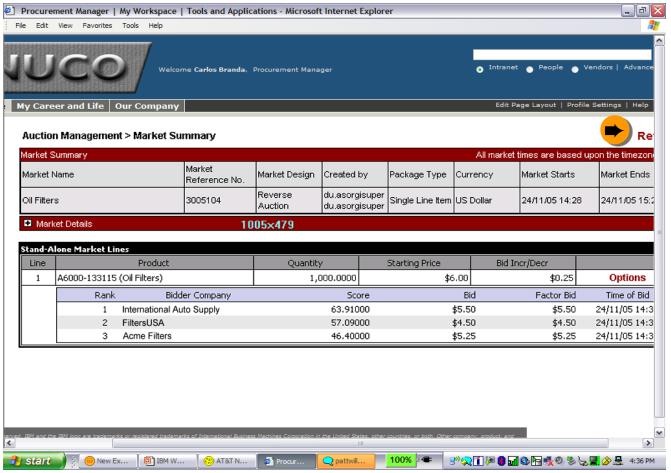
Setup Reverse Auction



- Scenario: Now that Carlos has his top 3 suppliers, he initiates a reverse auction to see who can get him the needed parts at the right price, at the right time
- Link: Click "initiate auction" at the bottom of the screen
- ===
- Note: Digital Union Portlet



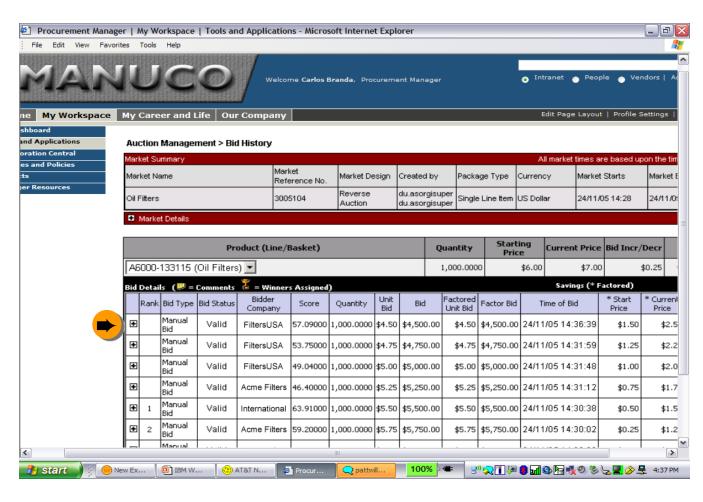
Initiate Auction



- Scenario: Now Carlos sends out auction and waits to hear back
- He sees the details of his "Oil Filters" auction listed, and can see that his top 3 suppliers are listed below and have been send his request.
 - Link: click on "refresh" on the right hand side of the screen to see if he has received any response...
- ===
- Note: Digital Union Portlet



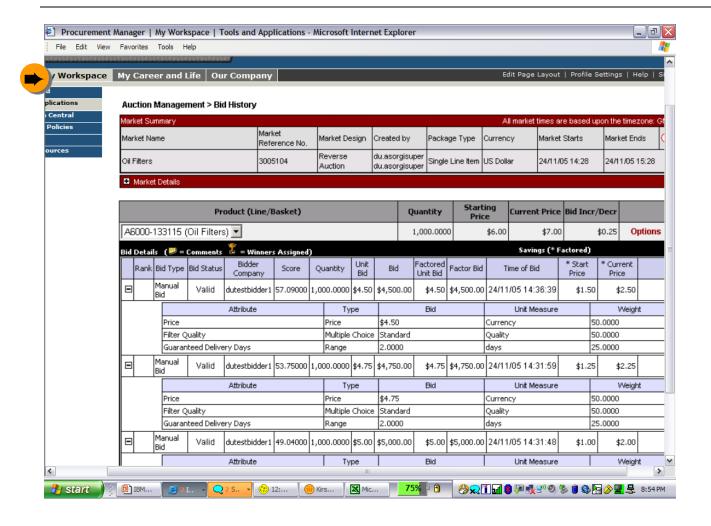
Review Bids



- Scenario: Later, Carlos can see if he has received any bids placed by his selected suppliers. Here he can see some of the details of the bids he has received so far.
 - Link: Next slide shows the detailed bids. This is done by clicking on the + sign for each line in the table.
- **====**
- Note: Digital Union Portlet



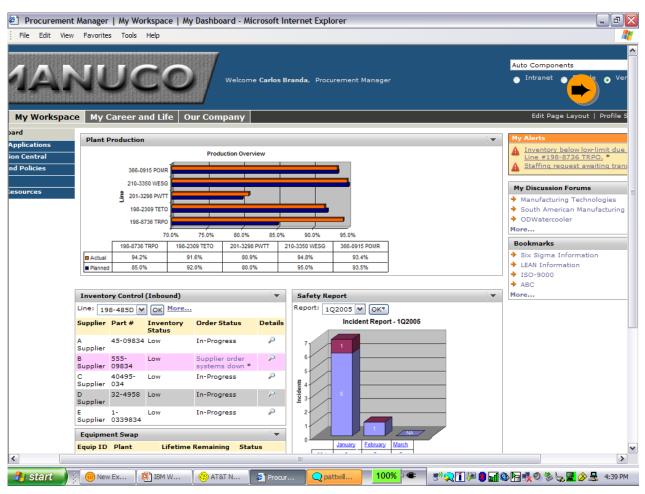
Review Bids - Detailed View



- Scenario: This is more detail around the bids placed by suppliers. Note that Carlos is continuing to evaluate the suppliers on price, quality, and delivery days. Those suppliers are 'scored' on their response to the overall requirement. This score is based upon the weight or importance that Carlos places on each question.
- Link: go back to "my workplace"
- ----
- Note: Digital Union Portlet



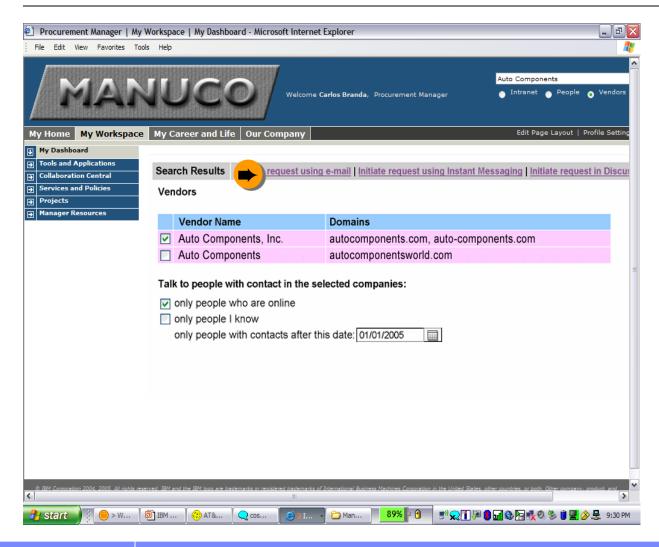
Initiate Supplier Rationalization Discussion



- Scenario: having solved his immediate problem, Carlos decides to start discussion threads around reducing the number of suppliers of this part.
- Using the connection brokering capabilities of the system,
 Carlos enters the supplier name that he looked at earlier "Auto Components" and a date range during which someone may have contacted them.
- Link: at the top of the page, select "Vendors" and the name "auto components" will be entered for you – hit "go".
- _ ===
- Carlos enters the name of one of the suppliers he'd like to consider for rationalization purposes – Auto Components
- Carlos selects the domain name and date range



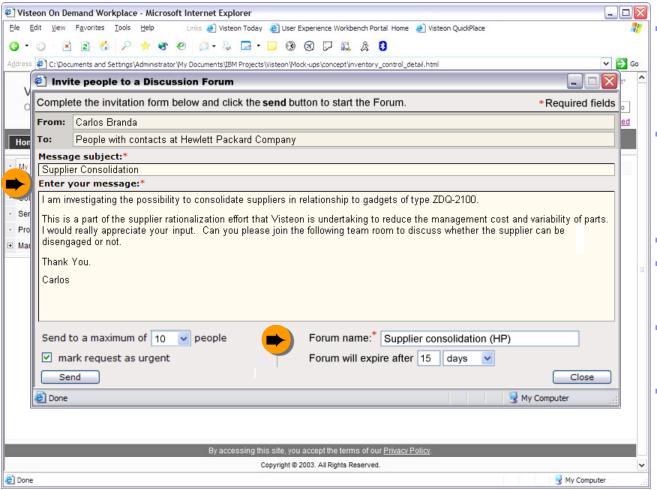
Initiate Supplier Rationalization Discussion



- Scenario: Now Carlos sees that there are 2 entries for "auto components"
- He wants to contact all of the individuals who work with them and sends a request to join a team room to discuss whether the supplier can be disengaged or not.
- _ ===
- Link: Right click on page to see next screen
- Note: Tacit Expert Finder technology - portlet



Initiate Supplier Rationalization Discussion



- The system now brokers Carlos' request to those people who have had previous contact with this supplier (via e-mail).
- Each of these individuals is sent a request to join a team room to discuss whether the supplier can be disengaged or not.
- ===
- He brokers a request to those people with the latest contacts (Note: Tacit Portlet)
- People who respond are brought into a shared space to discuss the supplier
- Logout



User Profile (3/4)

Name: Joanne Sheffield

Position: Automotive Electronics, Inc, Purchasing Rep.

Location: Los Angeles, CA USA



Profile: Joanne is a purchasing representative for Automotive Electronics, Inc. which specializes in audio, video and GPS sales and installations and has over 12 locations in southern California. Her primary responsibility is purchasing for all 12 locations and to maintain proper inventory levels. She would like to have easier means to reach **MANUCO** and her orders.

Scenario: Joanne has been using the internet for commerce, but is still worried about security. She is happy that **MANUCO** uses secure means to transfer company information. Once she's logged in, Joanne searches for audio components. After reviewing the results, she wants to place an order. Using the **MANUCO** template for file transfer, she enters in the product information and sends the file to **MANUCO**. She sees the file has processed correctly.

Later that day, Joanne checks her order history and checks the status of the order she placed earlier. One of the items has shipped already, and finds one of the products is currently backordered. She finds the backorder dates sufficient for her needs.



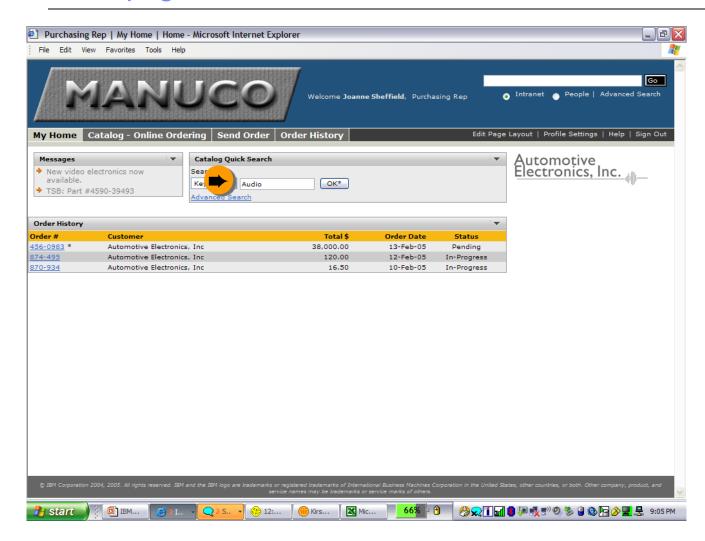
Login – Joanne Sheffield, Automotive Electronics B2B



 (1) Select Joanne Sheffield from the Username list and (2) click Logon.



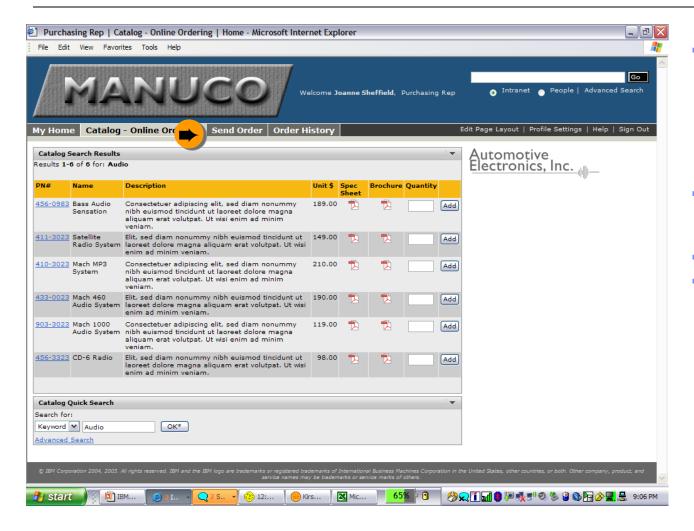
Homepage



- Scenario: Joanne searches to find an audio product that interests her.
- Link: Catalog Quick Search/"OK" button.
- ===
- Now in a B2B site.



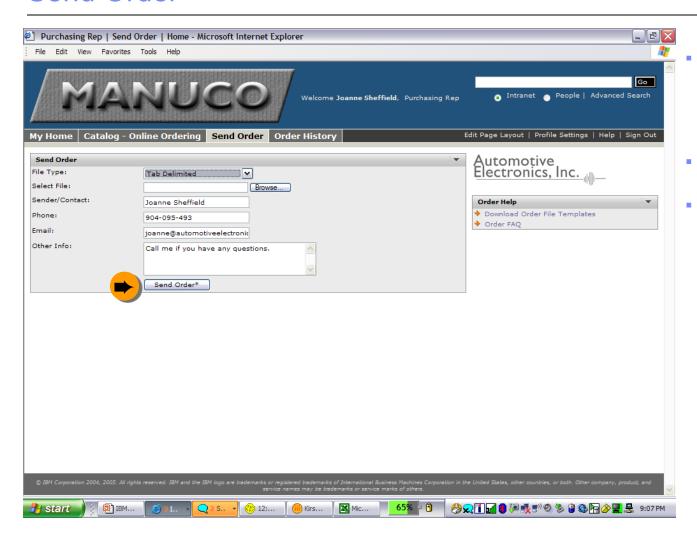
Search Results - Catalog / Online Ordering



- Scenario: She finds the product she's looking for and adds it to a large order already started using MANUCO's order template.
- Link: add a quantity of any item, then go to Send Order tab.
- ===
- Small orders can be placed directly through the catalog shopping as well.



Send Order

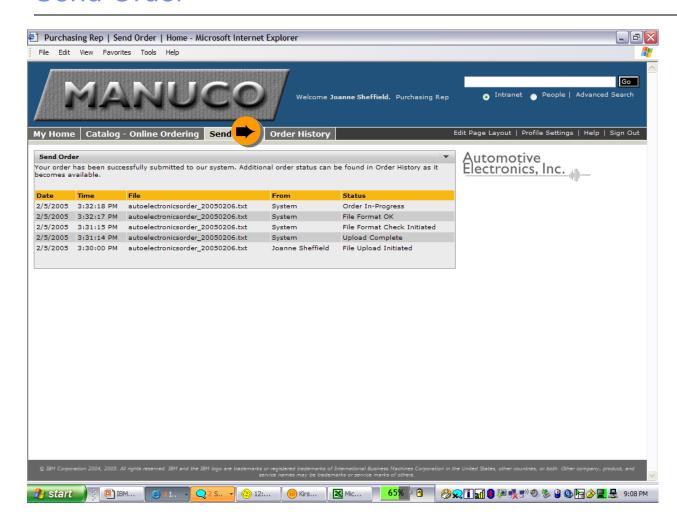


- Scenario: Joanne submits her order using the template and web-based order upload.
- Link: Send Order button

===



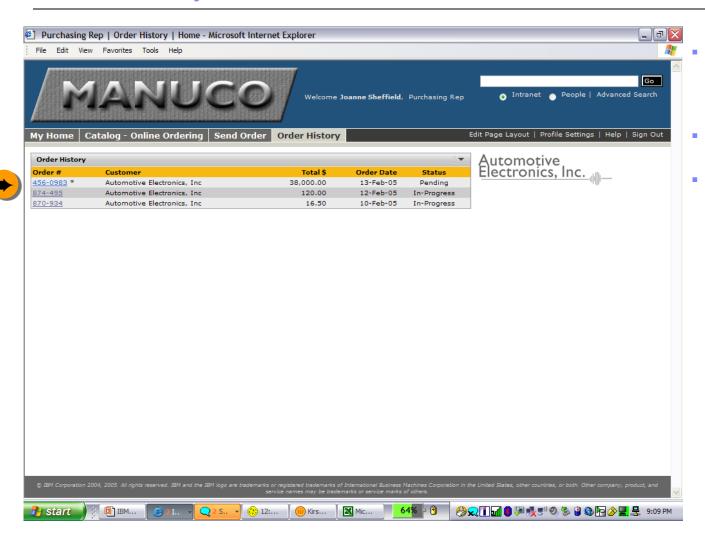
Send Order



- Scenario: She sees that her order has been submitted successfully.
- Link: Order History
- ===



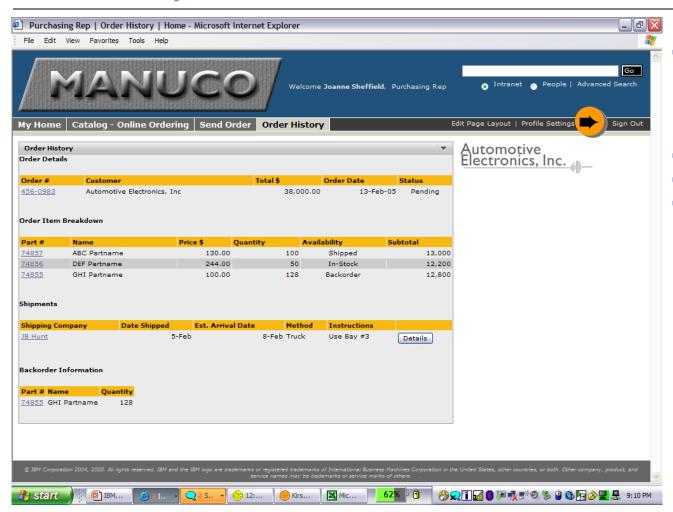
Order History



- Scenario: A couple days later, Joanne checks her order status.
- Link: Order # 456-0983
 - ===



Order History - Details



Scenario: She finds that part of her order has shipped and that some items are backordered.

Link: Logout

===

Note the detail level shown for backorder information and compare to what's displayed for the Aftermarket manager.



User Profile (4/4)

Name: Victoria Lee

Position: MANUCO, Aftermarket Manager

Location: Dearborn, MI USA

Profile: Victoria has recently been promoted to a manager in the Aftermarket organization. She has been utilizing the portal for training and e-learning and uses it for everyday tasks. She is pushing to move more applications to the portal to increase customer service levels of both her internal and external customers.

Scenario: Victoria receives a fair number of voicemails each day from customers and colleagues. She periodically checks PhoneMail to check for new messages.

Victoria performs most of her electronic work in her Workspace area. She finds the Alerts helpful when new workflow items await her response or when other action items occur. She notices that she has expenses pending her approval and takes a quick look at the Expenses tool and realizes there are more expense reports awaiting her approval than she has time for right now. She decides to block time in the afternoon to review expenses and changes focus to her clients.

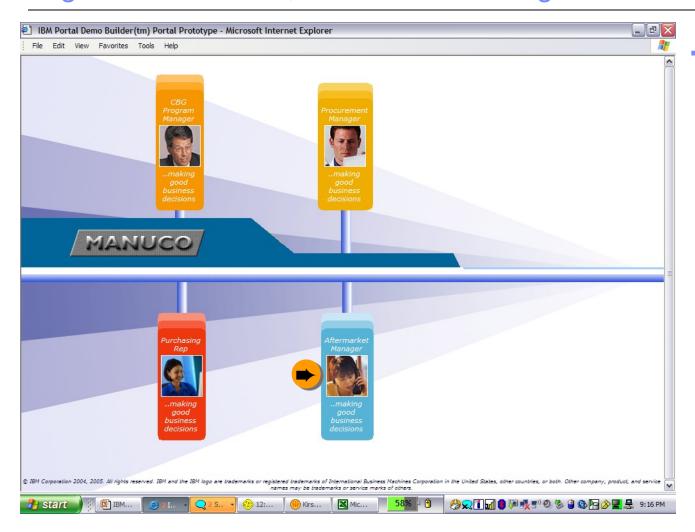
After drilling into a recent customer order, she sees that one product has been backordered across multiple days. She calls Automotive Electronics to verify this will still meet their needs.

Before leaving for the day, Victoria schedules some time off for her upcoming vacation.





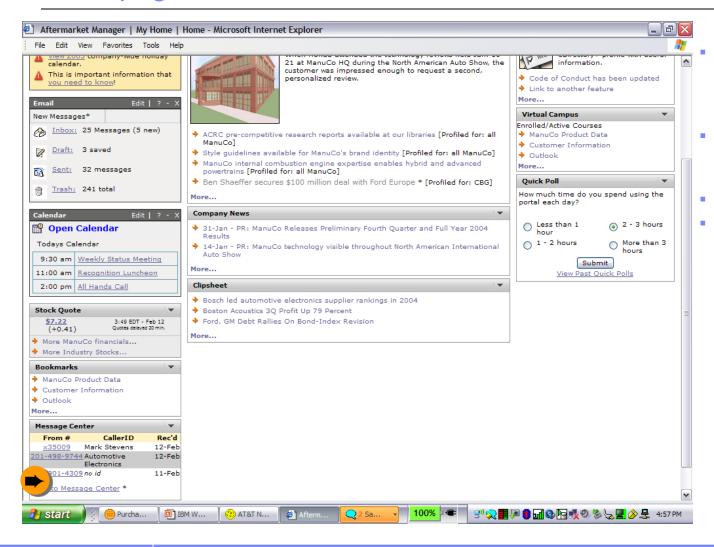
Login – Victoria Lee, Aftermarket Manager



(1) Select Victoria Lee from the Username list and (2) click Logon.



Homepage



Scenario: Victoria receives a lot of phone calls, so she checks her messages.

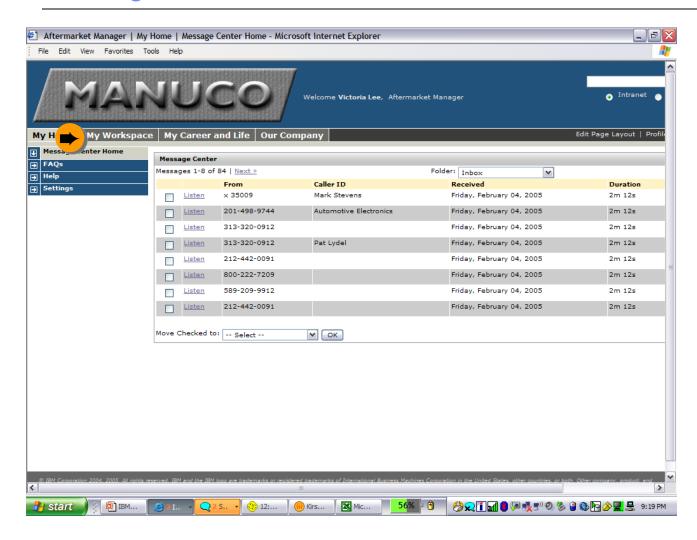
Link: Message Center/Go to Message Center

===

Note another variation of the homepage personalized for Aftermarket.



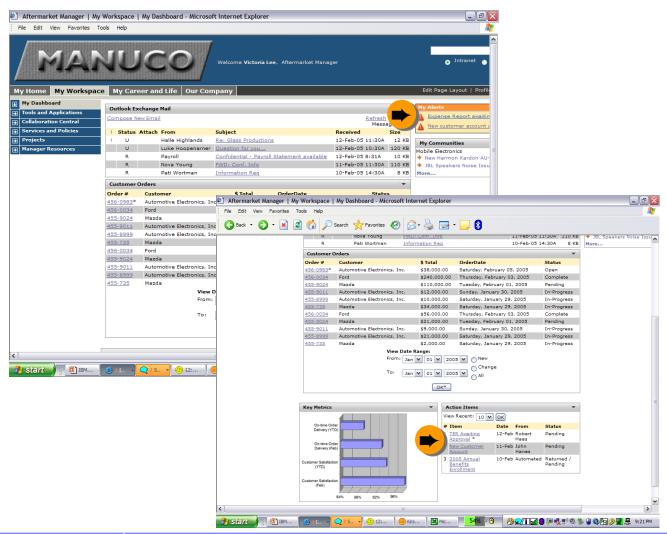
Message Center



- Scenario: Victoria can listen to her voice mail through her workplace. After checking her messages, Victoria goes to her workspace.
- Link: My Workspace tab.
 - ===



My Workspace - Dashboard



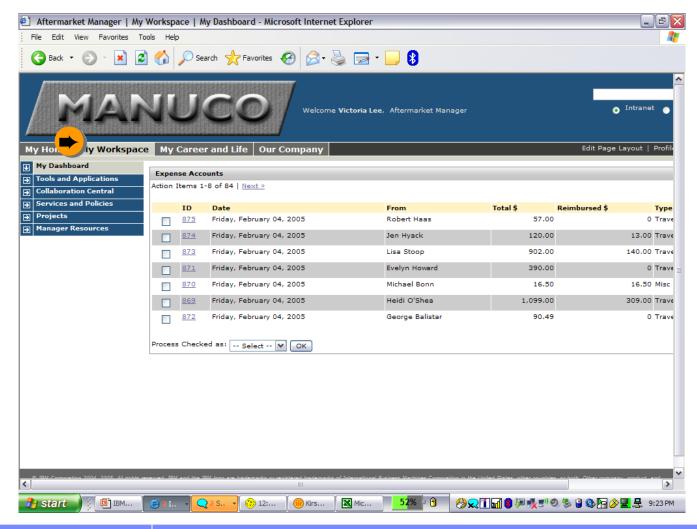
- Scenario: She sees alerts for her that Expense Accounts are awaiting her approval.
- Link: My Alerts/ Expense... OR Action Items/TER...

===

My Alerts and Action Items might be similar. Someone that gets a lot of alerts might need a specific area to manage them.



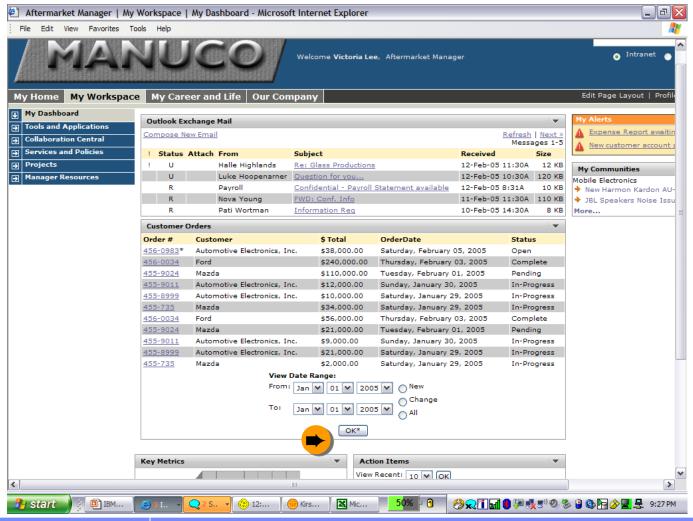
Expense Accounts



- Scenario: After reviewing the expenses pending her review, she revisits her workspace.
- Link: My Workspace tab
 - ===



My Workspace - Dashboard



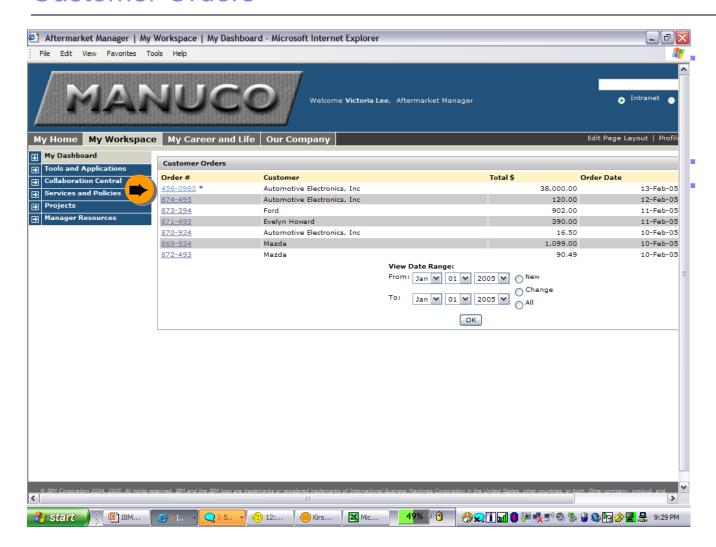
Scenario: Victoria wants to review the recent orders coming in so she takes a look at the Customer Orders portlet. She can enter in the specific dates and hit "ok"

Link: Customer Orders portlet/OK button.

==



Customer Orders



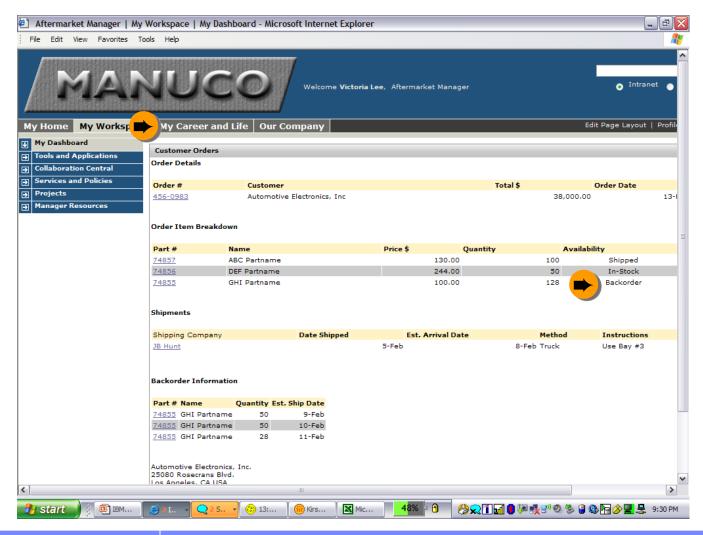
Scenario: She identifies an order that's pending and reviews it to find out why.

Link: Order #456-0983

===



Customer Orders - Details



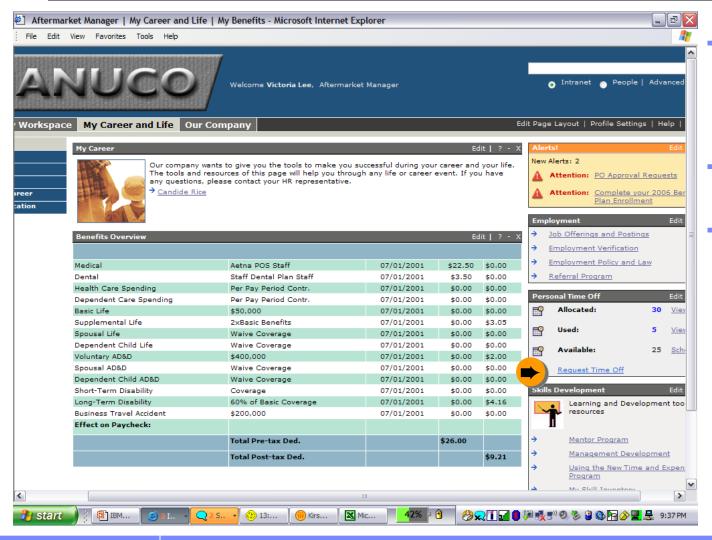
- Scenario: Victoria notices the reason the order is pending is because of a backordering issue.
- She calls Automotive Electronics to verify this will still meet their needs.

===

Link: My Life & Career



My Life & Career

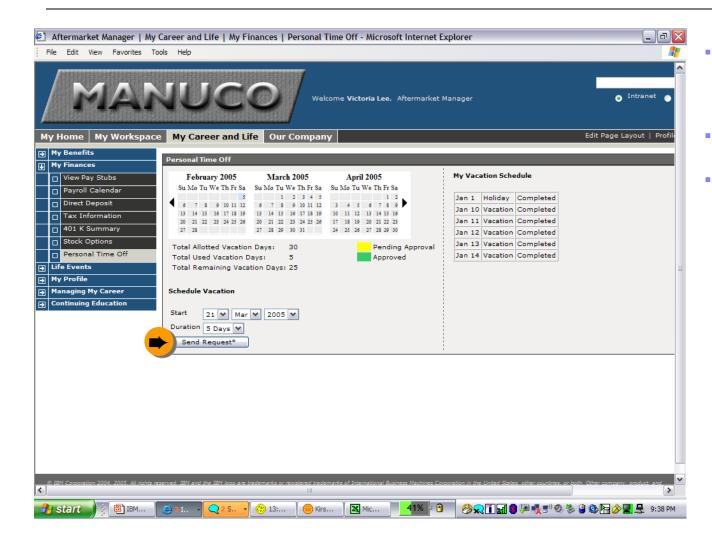


- Scenario: Before leaving for the day, Victoria remembers she needs to submit her vacation request for next month.
- Link: Personal Time Off portlet/Schedule Time Off

===



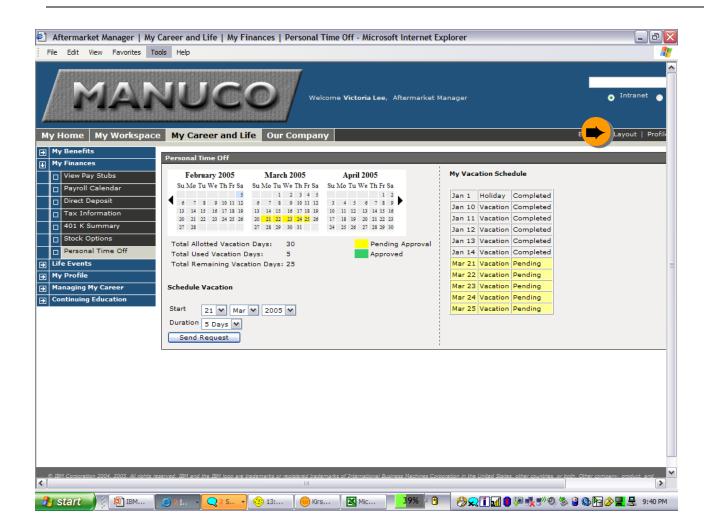
Personal Time Off



- Scenario: She selects her start date and duration and submits her request.
- Link: Send Request button.
 - ===



Personal Time Off



- Scenario: Victoria sees her requested days off show up, and awaits her managers approval.
- Link: Logout.
 - ===