

Achieve 100% integration with your dynamic business network*

IBM Sterling B2B Integration

Executive Summary

In today's global economy with increasingly complex and diverse business partner communities, businesses are acutely aware of the need to improve business-to-business (B2B) capabilities. IBM® Sterling B2B Integration solutions enable the secure and seamless execution of multi-enterprise business processes with 100% of your business community. This improves business agility, operational efficiency, and business performance through secure and flexible community integration, business process automation, and visibility into actionable information across your IT and business processes and those of your partners.

In this Solution Overview, you will learn about:

- Securely and flexibly integrating trading communities
- Extending internal IT and business processes to external partners
- Achieving visibility into key external B2B IT and business processes
- Accelerating the ROI of B2B projects

Benefits of this solution:

- Faster and easier partner onboarding
- More effective communication with trading communities
- Visibility into business activity for predictable performance
- Faster ROI on B2B projects

B2B Integration expectations have evolved

At the end of the last century, integration focused on activities within the enterprise as well as ensuring that the different applications within the business could talk to each other. But as we transitioned to a global economy, lately rocked by recession, it has become apparent that companies need to integrate beyond the four walls of their enterprise and integrate with other entities up and down their supply chain.

This is a tall order. The global economy has lengthened supply chains. As a result, companies are faced with varying partner capabilities, disparate connectivity methods, and unique partner requirements, all of which increases the complexity companies face connecting their partners. During the recent period of growth up to 2008, most companies responded with tactical point solutions that created "islands of integration" and then added headcount to fill in the integration gaps.

"Multienterprise (B2B) integration isn't the goal, but it supports the goal, which is the seamless execution of business processes (such as procurement) or the secure exchange of master data (such as product information) among two or more companies. Automating such business activities helps drive bottom-line revenue via reduced errors, reduced cost of operations and faster process execution—such cost containment is particularly important during the global recession"

Gartner, Key Issues for Multienterprise B2B Integration, February 2009

As a result, many companies not only rely on old technology, but also on manual processes. There are still companies sending faxes and manually entering orders into systems. One small human error, or a fax that doesn't get through, can lead to delays in information entering the supply chain, as well as errors all along the supply chain.

The Sterling B2B Integration solution addresses key manufacturing and distribution issues

Business Issues	Capabilities	Benefits
<p>Increasingly complex and diverse business communities</p>	<ul style="list-style-type: none"> • Support for any communication standard, protocol, data format, or file • Any-to-any data mapping and translation • Community self-provisioning, outsourced recruitment, onboarding, testing, and multi-lingual technical support • Global network of 280,000 pre-connected trading entities providing rapid access to a large community of trading partners • Full range of encryption, certificate types, digital signatures, and identity management methods 	<p>Faster and easier partner onboarding to securely and flexibly integrate trading communities</p>
<p>Too many costly, error-prone, manual business processes</p>	<ul style="list-style-type: none"> • Integration adapters for any ERP, messaging system, or data storage system • Document conversion and processing – routing, business rule validation, delivery, alerting, exception handling, and archiving providing end-to-end process automation • Process modeling, execution, and orchestration with predefined process templates • Automated exception handling • Manual business process automation through choreographed Web forms, supplier and customer portals, and manual document conversion services (fax, e-mail, postal mail) 	<p>Extend internal IT and business processes to external partners for more effective communication with trading communities</p>
<p>Lack of real-time business process visibility</p>	<ul style="list-style-type: none"> • Centralized visibility and tracking of business process activities with your customers, suppliers, and business partners • Process-specific dashboards enabling KPI management for you and your business partners • Service level, security, and regulatory compliance management with timely and accurate audit trails and access to archived data • Real-time status of sent and received business transactions providing assurance of delivery and receipt • Standard reports providing aggregate views of business document volumes which can be analyzed by partner, sender/receiver, document type, size, and more 	<p>Provide visibility into key IT and business processes for predictable performance</p>
<p>Limited B2B resources</p>	<ul style="list-style-type: none"> • Resources to optimize your B2B integration solution on a project or ongoing basis 	<p>Accelerate the ROI of B2B projects and use your internal resources where you need them most</p>

Failing to automate even the simplest transactions means companies cannot achieve a real-time, holistic view of the supply chain. Without supply chain visibility, there is no way to identify and mitigate supply disruptions in advance. This can lead to excess inventory or stock-outs, and is one of the main barriers to efficiency in today's globally connected economy.

Add to the above challenges the fact that knowledgeable B2B resources who can design, deploy and support an optimized B2B integration operation are in short supply. It is also true that many companies expect rapid ROI on any project requiring capital investment, and it's clear that companies require real choice in how they create, license and manage their integration solution

The Sterling Commerce Solution

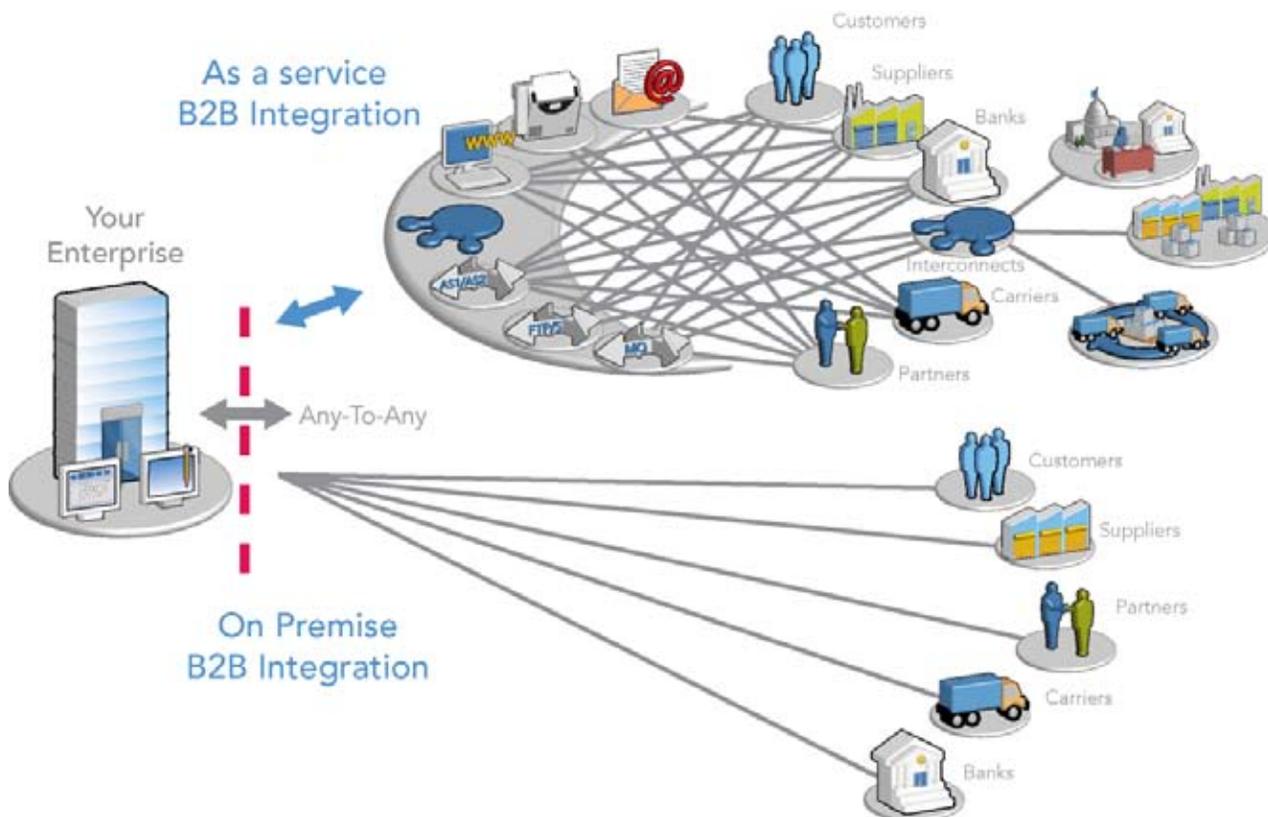
The Sterling B2B Integration solution enables the secure and seamless execution of multi-enterprise business processes with 100% of your business community, improving business agility, operational efficiency, and business performance through secure and flexible community integration, business process automation, and visibility into actionable information across your IT and business processes. This is achieved by:

- Reducing the time and complexity of securely and flexibly integrating 100% of your trading community
- Seamlessly automating and extending internal IT and business processes to external partners
- Providing visibility into information that can be acted on across your key IT and business processes

"The Sterling Commerce solution helps us streamline our supply chain with our suppliers while continuing to meet the increasingly stringent requirements of our customers."

John O'Moore
General Manager, Information Systems,
Irish Dairy Board

Comprehensive B2B integration solution from Sterling Commerce



Solution combines software with a choice of delivery methods

Sterling B2B Integration solutions combine the market-leading capabilities of Sterling Commerce integration software products, integration as a service, and professional and managed services to create on premise and software-as-a-Service B2B integration capabilities. Because Sterling Commerce software-as-a-Service solutions are based on the same software which is sold to deliver our on premise solutions, the ability to combine and change the way the solution is designed, licensed and managed as circumstances dictate or preferences change, provides real choice to Sterling Commerce customers.

Sterling B2B Integration looks to automate business processes shared with trading partners. The goal is the automation of the complete “buy-sell-ship-pay” process that involves a range of documents and business processes, which include not just the buyer or seller of the goods/services, but also banks and third party logistics companies. The

solution provides visibility into data and processes shared with external entities, not just internal parties.

Sterling B2B Integration views end-to-end integration as going beyond the edge of the enterprise to enable integration with trading partner IT and business processes. This means dealing with massive variation in standards and protocols across industries and regions. For example, automotive standards and protocols are very different from those used by retail, and US automotive standards are different from those used by European or Asian regions. Integrating all that to and through the firewall, so that the back end applications (like CRM, ERP) are insulated from this complexity, is the B2B integration challenge. This challenge is answered by Sterling B2B Integration from Sterling Commerce.

This solution is available in the Americas, EMEA and APO. Fully managed B2B Integration services are not currently available in APO.

About Sterling Commerce

Sterling Commerce, an IBM® Company, helps organizations worldwide increase business agility in their dynamic business network through innovative solutions for selling and fulfillment and for seamless and secure integration with customers, partners and suppliers. More information can be found at www.sterlingcommerce.com.

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