

REMEDI Electronic Commerce Group, new IBM WebSphere B2B Solutions Business Partner, collaborates with IBM B2B North American Mid-Market Software Sales team to close \$108K Transportation / Logistics Industry deal at A.N. Deringer, Inc.

The Players:

A.N. Deringer, Inc., headquartered in St. Albans, Vermont, is a long term software and hardware customer of IBM, while their trusted business advisor and IBM Business Partner is REMEDI Electronic Commerce Group. REMEDI Electronic Commerce Group was a preferred professional services provider and reseller for Sterling Commerce for B2B Solutions. With REMEDI Electronic Commerce Group's newly established software reseller relationship with IBM, the organization developed a collaborative sales cycle with the IBM B2B Sales team to support mid-market software and services opportunities, which included the A.N. Deringer, Inc. opportunity.

Business Challenge:

The vision for the project was to replace Dell's Boomi eCommerce solution with the IBM Sterling B2B Integrator eCommerce solution. The IBM Sterling B2B Integrator solution systematizes internal business processes, and these processes, when shared with trading partners, automate the complete buy-sell-ship-pay process. The automated processes provide end to end visibility of internal/external applications and both A.N. Deringer, Inc. and its trading community. The IBM B2B Integrator platform also satisfies A.N. Deringer, Inc.'s requirement for a scalable solution to accommodate its five year growth plan.

Business Solution:

The replacement project devised by REMEDI Electronic Commerce Group and A.N. Deringer, Inc. will replace the current legacy environment with a more robust software solution aimed at several objectives:

- Allow for growth of their eCommerce environment over the next five to ten years
- Allow for an onsite software solution to provide greater administrative control
- Automate data transformation for processes with external partners
- Provide integration with internal applications
- Provide real-time visibility across line of business and client IT systems

The project is also the foundation for a longer-term scalable vision of integration allowing A.N. Deringer, Inc. to handle variations in volumes of data due to seasonal peaks, gain greater control of their business processes, and provide better visibility into data and business processes. **This win displaced Dell's Boomi software.**

Results:

The collaboration with the IBM Mid-Market sales team resulted in a \$108K licensing sale of IBM's B2B Integrator eCommerce software solution. REMEDI Electronic Commerce Group will be able to leverage its past experience and demonstrated best practices as it implements the integration solution and associated adapters and connections at A.N. Deringer, Inc. REMEDI is currently in the process of re-architecting A. N. Deringer Inc.'s eCommerce environment with IBM B2B Integrator software serving as the linchpin and focal point of their state of the art integration environment.

Winning Team:

- Dan Lane - IBM Mid-Market Software Sales Lead
- Jennifer Hoffman - IBM Regional Sales Manager
- Brett Ingram - IBM Sales Leader, North American Mid-Markets Commerce & Business Solutions
- Elizabeth Benjamin - IBM Brand Specialist, North American Mid-Markets B2B Business Solutions
- Tauni MacLean - IBM/Sterling Business Partner Manager
- Scott D. Hulme - VP, Services, Sourcing, and Software, REMEDI Electronic Commerce Group

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