IBM Sterling B2B Cloud Services $6 M win enables Whirlpool to improve business partner collaboration

Whirlpool is one of the world's top home appliance manufactures of washers, dryers, refrigerators, air conditioners, dishwashers, freezers, microwave ovens, ranges, trash compactors, air purifiers, and more. In addition to the brand name Whirlpool, the company sells its products under a bevy of brand names, including KitchenAid, Maytag, Jenn-Air, Roper, Amana, and Magic Chef.

Business Problem: Whirlpool had a variety of complex B2B applications and processes, which were costly to support and maintain, and which made it difficult for them to respond to and address the growing demand for B2B collaboration with key business partners.

Business Justification: An Industry Business Value Assessment (IBVA) conducted by IBM helped provided the information executives needed to approve the selection of IBM Sterling B2B Cloud Services. As part of the assessment, the team conducted several discovery meetings with multiple functional groups within Whirlpool (procurement, finance, IT, customer service, process management, EDI teams, sales, parts and service, telecom, security, and strategic outsourcing partners. Chris Jones, Sr. Account Executive, IBM, said, "It was important for my team to understand Whirlpool's business, and the current processes and areas that were creating pain. This information became critical in mapping out a plan that would address the long list of issues crippling Whirlpool's ability to support and grow their B2B strategy, and allow us to map out a strategy that would align with the strategic goals and objectives of the organization." In the end, the IBM team created a business case which validated an ROI of 10 months and a Net Present Value Savings of 3 million dollars. This business case ultimately allowed Whirlpool to proceed with the project.

Solution: Once implemented, the IBM Sterling B2B Cloud Services solution will simplify the complexity of Whirlpool's B2B applications and processes.

The IBM Sterling B2B Cloud Services solution for Whirlpool included:

- Migration of multiple legacy B2B/EDI platforms around the globe including North America, APO. EMEA, Latin America and Australia
- 1000 trade partners
- Converting 570 traditional EDI maps
- Migrating 80 AS2 connections
- Processing 2.3 million documents a month
- Consolidating the VAN
- Migrating transformation
- Real-Time Synchronous Inventory Availability checks with 30 parts distributors for service repair technicians in the home

The components of the solution include:

- IBM Sterling B2B Cloud Services
  - IBM Sterling B2B Integration Services
  - IBM Sterling Supply Chain Visibility
  - IBM Sterling B2B Collaboration Network
  - Community Development Services
  - IBM Sterling Managed File Transfer

Benefits: With the migration to IBM Sterling B2B Cloud Services, Whirlpool will consolidate all global, B2B applications and processes, streamline partner onboarding and achieve real time end-to-end transaction/process visibility. This will result in significant cost savings, increased order fill rates, reduced errors, and overall improved customer satisfaction. Specific benefits included:

- Migration of all separate global systems to one single IBM Sterling B2B Cloud Services Platform ,
- Consolidating all global B2B applications and processes
- Streamlined and predictable partner onboarding from weeks down to days or hours
- Achieving real-time end-to-end transaction/process visibility
- Eliminating multiple points of failure to a secured single pipe
- A single global help desk that now integrates support escalation processes as well as technology to become a true extension to Whirlpools IT team.