

## WebSphere Business Integration for Retail Distribution

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### Highlights

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- *Enables automatic changes to item information infrastructures*
- *Provides a consolidated view of item attributes from multiple enterprise systems*
- *Enables UCCnet format compliance with added flexibility to connect to other trading partners and vendors*
- *Allows suppliers to dynamically map and integrate inbound UCCnet messages with appropriate applications*
- *Provides a business integration framework to automate many item management processes*
- *Facilitates synchronized collaboration between retailers and suppliers*



### Simplify UPC data processing

The amount of universal product codes (UPCs) created and changed on UCCnet is enormous. Some 20,000 new food and non-food UPC are created annually. Add maintenance overhead—such as item information that changes throughout the year—combined with the dynamics associated with placing, changing and fulfilling orders, and you have the potential for a data nightmare if your processes are not properly integrated. Your systems must adapt, grow and be flexible enough to accommodate these immense—and ever-growing—data requirements.

To compete effectively in e-business, you must be able to extract business information from diverse sources and deliver it across the Internet. Process business information through disparate applications. And synchronize that data—using standards-based, collaborative data-synchronization processes—with your trading partners' systems.

IBM and UCCnet have collaborated to create a framework that enables you to meet the challenges of today's complex business environment. With IBM WebSphere® software—and a proven item registry from UCCnet—you get affordable, scalable and secure access to UCCnet. With the added flexibility to connect trading partners.

### **Improve item accuracy**

Suppliers are well aware of the problems associated with existing item-synchronization processes. Item information—price changes, item dimensions, packaging information—is frequently dispersed or changed through telephone calls, CD-ROMs, paper forms or e-mail. And when introduced or changed using electronic data interchange (EDI) it could take days, weeks or months before the information reaches member companies' systems. If at all. The process is slow, cumbersome, inefficient and susceptible to inaccuracy.

Manage your process in this manner—thousands upon thousands of items exchanged between untold vendors in your supply chain—and it can constrain your ability to properly move items from the factory to the store shelf. You need to improve the integrity of your item data and reduce delays between product launch and full sales and production volumes. Accurate data can shorten your product introduction cycles. And improve the speed to market—as well as price accuracy—with an efficient item maintenance process.

You want to maintain control over your business processes—whether in-house or outsourced—and reinforce business practices that make sense. You need a process that allows your retailers to implement near-realtime data changes—price changes, packaging attributes, new products and discontinued items—in secure and standardized formats. A process that encourages revenue-generating strategies.

### **Synchronize accurate UPC information**

Enhancing the quality of your invoices. Creating an efficient supply chain. The only way to achieve order fulfillment accuracy, reduce item deductions and achieve on-time shipping is to synchronize data between retail and supplier databases. Accurate item dimensions and shelf-tag labels can help reduce expense and associated errors.

IBM and UCCnet provide suppliers with a solid business integration framework to automate many manual and time-intensive item-management processes. Streamlined item-management processes can deliver increased sales, provide savings through lowered data-entry demands and improve administrative efficiency.

UCCnet provides a repository in which standardized item information is maintained. Suppliers start by synchronizing item information—case and item dimensions, case cube and region-distribution center-based pallet configurations—across all supplier systems. Updates to product records are applied across legacy and enter-

prise systems, helping to ensure all interested parties share identical records. Accurate and synchronized item data is a prerequisite to automating other collaborative initiatives—forecasting, replenishment and promotion management.

**Build on a firm foundation**

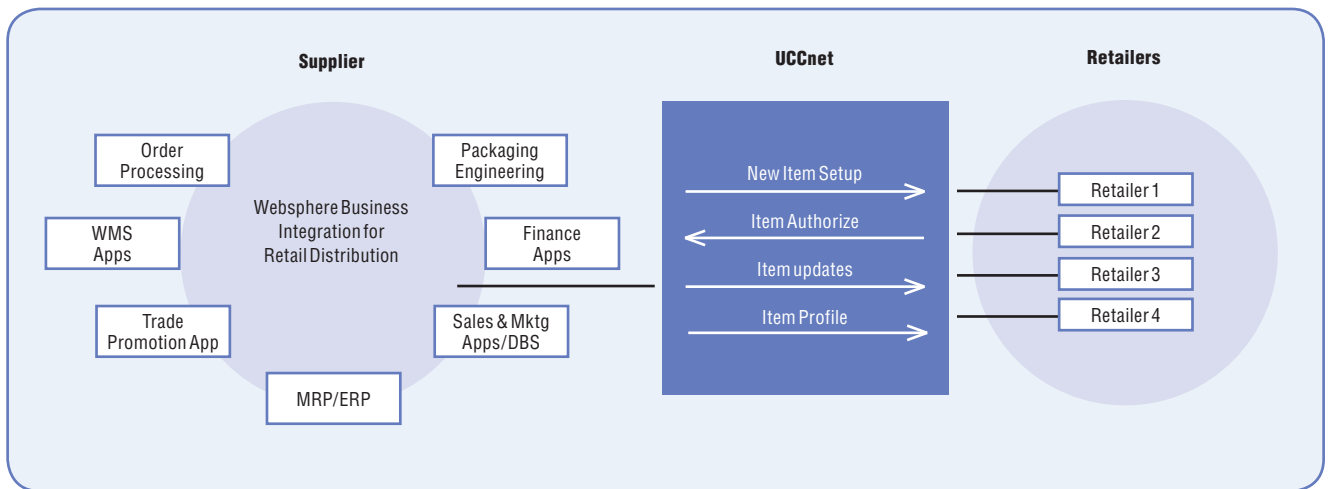
The IBM Item Synchronization for Suppliers business process solution is designed around a middleware-based hub-and-spoke architecture that uses products in the IBM WebSphere Business Integration portfolio. Reusable components include process templates, reference architectures and software modules. A modular, template-driven approach provides benefits over traditional custom integration efforts—faster deployment, simplified application upgrades and

reusability of business process flows and application connectors. Additional modules may be integrated into the base solution to leverage and extend the investment.

The IBM Item Synchronization for Suppliers solution—plus UCCnet—enables message transformation, message routing and guaranteed message delivery. The solution provides back-end and legacy integration—without having to write changes to application or data environments—for business process management.

IBM CrossWorlds® Trading Partner Interchange provide customers with numerous communication and interoperability channel and protocol options—XML, Electronic Business XML (ebXML), EDIINT (AS1/AS2),

HTTP, HTTPs/r and file transfer protocol (FTP). Trading Partner Interchange enables secure transactions, secure messaging through Java™ Message Service (JMS) or IBM WebSphere MQ; secure file system access; and secure e-mail using HTTPs, s/MIME, Post Office Protocol 3 (POP3); and Simple Mail Transfer Protocol (SMTP). The Trading Partner Interchange protocol configuration utility speeds rapid deployment and decreases the complexity of configuring endpoints.



IBM Item Synchronization for Suppliers and UCCnet item maintenance process.



### For more information

IBM can help you integrate your business processes and data with trading partners to create an efficient supply chain, lower costs and improve profits. Leverage our UCCnet and consumer goods industry experience to drive success around your item-management collaboration processes. And take advantage of:

- *Rapid planning, design and implementation methodology*
- *Verifiable systems operations and testing programs*
- *Reliable and scalable solutions to handle exponential volume and workload growth*

To learn more about item synchronization for suppliers and how IBM can help you integrate item management business processes and data with your trading partners, visit:

**[ibm.com/websphere/integration/retail](http://ibm.com/websphere/integration/retail)**

Item Synchronization for Suppliers is one of the business processes offered in WebSphere Business Integration for Retail Distribution. The Item Synchronization for Suppliers solution has been certified by UCCnet for UCCnet Foundation Services 2.1.

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