

Sterling Commerce Case Study



Company

Orica

Location

Melbourne, Australia

Industry

Manufacturing

Business Challenge

Orica Consumer Products (A division of Orica) needed to streamline and automate its processes, internally as well as externally, to promote standardisation across its trading community, reducing costs and increasing supply chain visibility.

Sterling Commerce Solution

Sterling Commerce Gentran Integration Suite (GIS) provides a single platform for all B2B interactions, as well as centralised control over security, tracking, exception handling, partner on-boarding and community management

Benefits

- Transact a wider range of electronic business documents such as price catalogues, product activity data, and reverse purchase orders for vendor managed inventory.
- Standardisation and streamlining of business processes and automation resulted in operational efficiencies.
- Single platform to transact with customers and suppliers in a standard way, in real time.

Orica

Situation

Orica is an Australian-owned, publicly listed global company turning science into solutions and services that impact on every part of modern life.

Orica Consumer Products (OCP) is one of the company's four divisions. It manufactures and distributes paints, texture coatings, powder coatings, paint preparation products, car care and garden care products. OCP markets icon brands including Dulux, Selleys and Yates.

As an early adopter of business to business (B2B) e-commerce, OCP originally turned to Sterling Commerce and implemented its Gentran Integration Suite (GIS) and has been using it for the past decade.

During the early phase of implementation, Orica's B2B activities expanded using a growing number of different processes and standards. OCP faced the challenge of satisfying the differing demands for electronic data exchange (EDI) from its 12 major customers with 30 data types and formats, as well as its suppliers.

OCP needed to streamline and automate its processes, internally as well as externally, to promote standardisation across its trading community, reducing costs and increasing supply chain visibility.

Business Challenge

OCP has a number of large retail customers, who have been transacting using EDI for a number of years. However, the growing sophistication of IT systems has meant retailers have realised they can achieve increased savings through their supply chain which can be passed onto consumers, creating greater competition. As the business unit most affected by large retail chains, OCP faced increasing pressure to meet the supply chain requirements of these retailers as they began automating processes from purchase orders through to invoicing and payment.

Julia Myers, the former Group IT Manager, Orica Consumer Products said, "OCP found itself in a position where it could see major changes happening in the supply chain, such as the demand for more document types, shorter lead times and efficient claims processes, and we needed to react quickly. This presented two challenges. The first was finding the right IT solution to manage these changes. Secondly, we needed a way of standardising the processes to allow us to implement quickly and provide effective support. The requirements for EDI varied between customers and we could see that tailoring solutions for each customer would not only reduce efficiencies and cost savings but also slow down implementation times. Our overall vision was to produce one single purchase order map or invoice map for any trading partner, rather than a tailored solution for each.

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“During this time, OCP became a founding member of the Hardware Industry Working Group (HIWG). The HIWG is a self-managed consortium of large retailers and suppliers in the broad hardware industry. The HIWG work together to develop industry agreed B2B e-commerce guidelines and recommendations for best practice based on global standards. HIWG envisions a central repository of B2B e-commerce guidelines that will allow all trading partners to achieve the efficiencies they anticipate they’re going to get with B2B. By building systems in the ‘one language’, organisations will be able to efficiently transact upstream or downstream, from customer to supplier and vice versa.

“The HIWG is not a solutions provider and does not dictate what solutions organisations should implement. It’s a collaborative group of companies developing B2B guidelines and recommendations, but each organisation has to choose their own technology depending on their own requirements. Sterling Commerce’s GIS solution was comprehensive enough to allow OCP to meet the standards set by the HIWG.”

The Solution

GIS is built on a service-oriented architecture (SOA), so there’s no need to rip and replace existing systems or build numerous Web Services. GIS provides a flexible integration platform that cuts through barriers and creates visibility and control over collaborative processes. It provides a single platform for all B2B interactions, as well as centralised control over security, tracking, exception handling, partner on-boarding and community management. With GIS, organisations can add new B2B standards to the entire suite in a single step rather than deploying them across multiple point solutions.

“We feel confident with Sterling Commerce because of its history in B2B. Sterling have been around since the early days of EDI and have progressed rapidly to allow all types of document formats including XML. They understand industry process and standards, and that knowledge and experience has been instrumental in helping us to implement some of our major trading partnerships.” said Julia.

Key Benefits

“Sterling Commerce’s GIS solution allows OCP to meet the standards set by the HIWG. OCP has recently upgraded to the latest version of Gentran Integration Suite (GIS),” Julia explained.

GIS has allowed OCP to go beyond electronically transacting just purchase orders and invoices. It is now capable of transacting a wide range of electronic business documents such as price catalogues, product activity data, and reverse purchase orders for vendor managed inventory. More importantly, standardisation (through work with the HIWG), and streamlining of business processes and automation are resulting in overall efficiencies. These include a reduction in development effort through standardised and harmonised maps, and email notifications to end users of data issues for both OCP and their trading partners.

Julia continued, “GIS has helped us meet the challenge of a having a platform with the capability to ensure that we can transact with customers and suppliers in a standard way, in real time. Sterling Commerce’s solutions ensure we meet the HIWG guidelines and help us do business more effectively with our trading partners.

For further information about the Hardware Industry Working Group please go to www.hiwig.org.au

About Sterling Commerce

For over 30 years, Sterling Commerce has helped FORTUNE® 500 customers thrive in a global economy. Our multi-enterprise collaboration solutions integrate processes outside the enterprise to optimize the performance of business communities. With more than 29,000 customers worldwide, we have unparalleled experience in the retail, consumer packaged goods, manufacturing, financial services, healthcare and telecommunications industries. Our collaboration solutions can be hosted or packaged. Sterling Commerce is an AT&T (NYSE: T) company.

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