

B2B gateway improves global performance and exceeds customer service level agreements



syncreon

Location

Dublin, Ireland and the United States of America

Industry

Logistics and Distribution

Business challenge

A scalable and global B2B gateway serving multiple communications, customers and industries.

Solution

Sterling Business Integration Suite

- Sterling Integrator®

Benefits

- Faster onboarding of new business partners
- Improved visibility through accurate, real-time status reports
- Reduced costs
- Increased efficiency and performance
- Scalability to support expansion into new industries and markets

Customer background

syncreon provides highly customised end-to-end logistics and supply chain solutions that are designed to achieve maximum flexibility and agility to meet constantly evolving requirements. The company's solutions, which include e-fulfillment, fulfillment, reverse logistics and transportation management, are tailored to global industries within the FORTUNE® 500.

Business challenge

Previously, syncreon used value-added networks (VANs) for electronic data interchange (EDI). However, the VAN service was unreliable, resulting in negative experiences for syncreon's business partners. The company's goal was to bypass VANs and use XML as the preferred choice for data exchange, as well as support the wide range of business partners using an array of varying data formats and protocols.

At the same time, syncreon was faced with a specific request from one of their business partners, a global manufacturer of consumer electronics and computer software products, to distribute their

products from its company's European headquarters in Ireland. In addition to warehousing and distribution, syncreon was responsible for the delivery of additional value-added services, such as personalisation (engraving) and gift messaging. To meet this requirement, data needed to flow through a fast, secure and reliable B2B gateway that supported the business partner's protocol of choice, ANSI.

Therefore, syncreon required a solution that could provide the translation, integration, transportation and notification of documents. Furthermore, as part of the project requirements, syncreon needed to meet a very tight deadline—implementation in less than four months with distribution up and running by Christmas.

Solution

The Sterling Business Integration Suite met all of syncreon's needs—on time and on budget. As part of the Suite, syncreon implemented Sterling Integrator to enable the exchange of documents to and from its business partner. However, what began as a B2B

“The Sterling Business Integration Suite provides syncreon with a mission-critical B2B global gateway that enables us to conduct business with new and existing customers, regardless of data formats and protocols. Improved visibility and assured delivery of data enables us to meet service level agreements, and exceed on customer expectations. Ultimately, the Sterling Commerce solution has removed barriers and made it easier to do business with syncreon.”

Niall O’Mahony
IT Director,
syncreon

solution for one business partner has grown into a mission-critical B2B global gateway that facilitates communication and data exchange with all of syncreon’s business partners, regardless of data formats and protocols.

“With Sterling Integrator, we no longer have to deal with multiple formats from our business partners,” explained Niall O’Mahony, IT Director for syncreon.

“The old EDI technology involved a lot of customised scripts that proved to be resource-intensive and costly. Now we have a standardised and consolidated B2B gateway with a predictable interface that enables us to collaborate with all of our business partners.”

Not only does Sterling Integrator comply with business partners’ B2B requirements, including AS2, it also

integrates with partners’ SAP systems. This provides end-to-end visibility of the logistics supply chain and enables tracking and tracing of messages through event management, reporting, tracking and auditing tools.

Key benefits

The Sterling Business Integration Suite provides syncreon with a single, B2B integration solution that assures the secure delivery of files (translation uptime is 99.99 percent). As the company no longer has to deal with multiple file formats, the solution has allowed flexibility to acquire new business partners, as well as onboard them more quickly and easily.

With Sterling Business Integration Suite, syncreon has improved visibility throughout the supply chain, enabling the company to obtain accurate, real-time activity and status information. In line with its requirements, syncreon is able to provide customised information access and presentation for users through one centralised interface, which has helped them to improve customer service.

In addition, the solution has enabled syncreon to reduce overall logistics costs on several counts, as well as increase efficiency and performance. Firstly, it automates the translation of documents, underpinned by alerting and monitoring capabilities. Now,

syncreon is proactive in identifying customer issues, which not only helps to increase efficiency but further enhances customer service. Secondly, administrators no longer have to spend time customising scripts or creating individual maps for business partner integration. Rather, scripts are pre-defined and standardised. As a result, syncreon has been able to dramatically reduce support man hours and re-deploy resources to add value in other areas of the business. For example, UNIX administrators now conduct regular performance analysis, which is critical in a highly competitive and seasonal market.

Finally, the solution has provided syncreon with the flexibility and scalability for growth into new markets. “With the standardisation of integration formats and the flexibility afforded by Sterling Business Integration Suite, we have been able to replicate our success in new markets, such as the automotive industry and healthcare. What started as an individual translation requirement for one customer has now evolved into a business-critical B2B global gateway serving multiple communications, customers and industries. Sterling Business Integration Suite has fast proven to be crucial to syncreon’s strategy for growth, and we are confident that the Suite will continue to meet our future requirements.”

About Sterling Commerce

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimise and transform their Business Collaboration Network quickly, easily and securely so they can accelerate revenues, reduce costs and protect their enterprise. Sterling Commerce provides more than 30,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate with their customers, partners and suppliers. Learn more at www.sterlingcommerce.co.uk.

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