UNIFIED B2B SOLUTION
SUPPLY CHAIN

Case Study	Client

A MAJOR GLOBAL MANUFACTURER

The client is one of the premier manufacturers and retailers of BMX motocross apparel in the world. Their logo is one of the most-recognized brands in the alternative sports marketplace.

Following exponential growth, the client found itself mired in significant business problems as a result of running uncoordinated legacy applications.

From order placement and tracking, to supplier relationship, fulfillment, invoicing, and shipping, the systems lacked a common framework and interoperability.

UltimoSoft led the way in building a comprehensive B2B integration, ensuring end-to-end, seamless coordination and functionality for all business units within the enterprise.

CLIENT'S GOALS
(Enterprise Transformation):

» **Enable Web purchasing by integrating the Web store with all back-office systems.**

» **Target existing customers with marketing campaigns.**

» **Reduce cost and time spent collaborating with Distributors, Retailers, and Suppliers.**

Challenges:

- Multiple applications (Siebel CRM, Oracle Applications, Web Store) operating in silos resulting in:
  - Processing delays of orders
  - Order errors
  - Data reentry
- Customer Data inconsistency across applications, resulting in failures by the marketing department to identify top customers and purchased products.
- Trading partners (Distributors and Retailers) using emails, phone, and fax-based mechanisms to book orders. Manual PO processing creating data errors and lack of visibility into order processing for trading partners and building long order-invoice cycle times.
- Supply chains slowed or crippled by entrenched manual processes and disconnected enterprise systems.
- Current supply-chain processes remain manual, spreadsheet-intensive, and partially automated, overly dependent upon uncoordinated software systems.

UltimoSoft Solution:

- Built Service Oriented Architecture based on open standards that connects existing systems with pre built TIBCO Adapters.
- Enabled click to order process by integrating the application silos utilizing TIBCO BusinessWorks.
- Developed Customer Hub for Customer Synchronization across various applications utilizing TIBCO middleware stack of products (TIBCO Adapters, TIBCO Messaging Bus and TIBCO Business Works).
- Enabled EDI based transactions between the company and its trading partners utilizing Edifecs and TIBCO BusinessConnect.
- Developed a Business Intelligence solution using Oracle BAM which helped in providing visibility about order processing for the trading partners.

UltimoSoft
Value Beyond Technology

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