

ELEMICA AUTOMATES B2B TRANSACTIONS BETWEEN TRADING PARTNERS— SPEEDING UP ORDERS BY 78%

Challenge

Manual methods to buy and sell products between chemical companies were too expensive, slow and resulted in an error rate up to 35%. That's why 22 of the world's leading chemical companies united to form Elemica, an entity dedicated to making transactions faster, more cost effective and secure across the global chemical supply chain.

Solution

Elemica, now the leader in supply chain process execution and integration, chose the webMethods Trading Networks B2B gateway to create a global business process network. Today, more than 1,800 companies use Elemica to "Connect Once. Connect to All." Elemica enables trading partners to conduct business electronically across disparate systems. The network is built on a Service-Oriented Architecture (SOA).

Benefits

- Integrates systems across chemical companies, service providers and suppliers
- 98% reduction in logistics booking errors
- New partners connected 95% faster
- Up to 75% reduction in errors
- 50% reduction in payment time
- Order processing time reduced by 78%
- Simplifies development and maintenance—services are created once, maintained centrally and easily re-used across processes



Elemica is the leading business process network for the global chemical industry. The company was started in 2000 by 22 leading chemical companies, including Atofina, BASF, Bayer, Dow Chemical Company, DuPont and Shell. Today, Elemica handles more than \$50 billion in transactions and offers an integrated suite of product solutions that enables buyers and sellers of chemicals to streamline business processes and collaborate to achieve substantial savings.

Get there faster.™

“The webMethods product suite is the backbone of our solution. Our business relies on the ability to integrate with hundreds of ERP systems. webMethods has given Elemica the foundation it needs to run our business.”

Alok Saxena | Chief Technology Officer | Elemica

One connection, a world of benefits

webMethods Trading Networks has helped Elemica to become the global leader in supply chain execution and process integration. Elemica’s B2B supply chain execution gateway unites disparate enterprise business systems, processes and partners into one unified network. Elemica has more than 1,800 member companies, including 40 of the top 50 chemical companies.

Orders are fulfilled faster, at less cost and with fewer errors than when processed manually. Overall, the Elemica business process network has resulted in:

- 30% reduction in safety stock
- 75% reduction in invoice errors
- 80% reduction in order entry time
- 20% reduction in expedited shipments

At the core of Elemica’s business is webMethods Trading Networks, a resilient B2B gateway built on an SOA that provides business process automation, monitoring and analysis. webMethods Trading Networks leverages the webMethods Enterprise Service Bus (ESB) platform to provide seamless real-time integration across Elemica’s trading partners.

On-boarding new partners – fast!

Using SOA, Elemica has been able to bring new clients onboard to production systems as quickly as possible, according to CTO Alok Saxena.

To connect with Elemica, trading partners don’t need to change their existing technology infrastructures. Elemica can easily integrate information with any type of ERP application and virtually any system. Additionally, Elemica can translate to and from different message formats that include CIDX, PIDX, GUSI, xCBL, SAP IDOC, EDI and custom

XML and flat file formats. The network also works with a wide range of communications protocols, including HTTPS, HTTP, secure FTP, VPN and SMTP.

Such flexibility makes it easier to on-board new partners. Because Elemica can configure and test new partners with minimal effort, its network has grown significantly and processes more than \$50 billion in transactions.

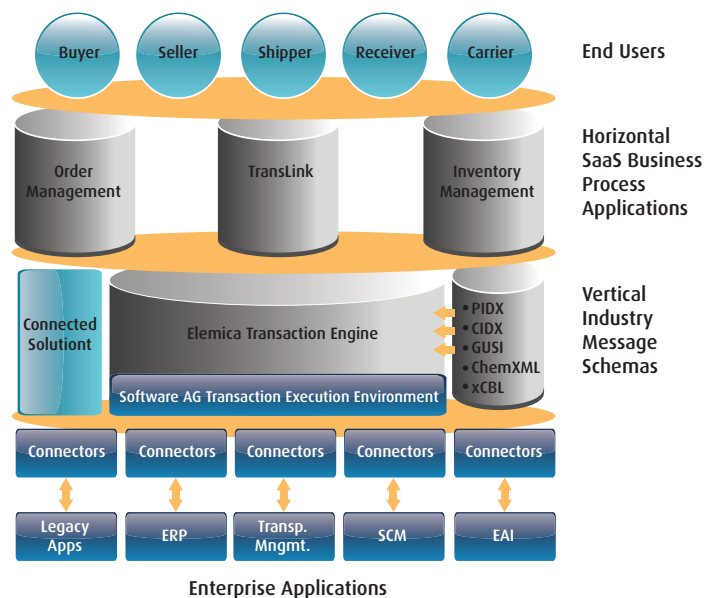
In all, this unique business process network:

- Enables total automation of processes across trading partners
- Provides a single point of access to the entire supply chain
- Support different modes for different levels of IT sophistication
- Assures high reliability across supply chain
- Scales easily as partners, processes, applications and transactions continue to grow

How Elemica keeps business moving

The Dow Chemical Company has automated its procurement of maintenance, repair and operations (MRO) supplies using Elemica’s Connected Solution for procurement. Elemica’s “Connect Once. Connect to All” capabilities allow Dow to streamline procurement transactions with suppliers around the world more effectively, with significantly improved accuracy, and at a reduced cost.

Additionally, Rohm and Haas has implemented the Elemica Terminal and Warehouse Solution (TW) to gain visibility into inventory, orders and shipments. With the Elemica TW Solution, Rohm and Haas will significantly improve operating efficiencies and service capabilities, resulting in higher customer satisfaction levels, greater control over business processes and reduction of excess costs in the supply chain.



Elemica has a highly reliable, high-performance, modular architecture, consisting of four major components: a core transaction engine; messaging standard schemas; connectors; and SaaS business applications.

SOA speeds up deployment

With webMethods Trading Networks, Elemica gains a flexible service-oriented approach to building services that can be re-used across processes. "This SOA-based approach of re-usable services is a key differentiator in our ability to rapidly deploy new standards and services," CTO Saxena said.

For example, Elemica built a re-usable business rule validation service to notify trading partners when orders are not in compliance with pre-defined rules. Partners are alerted when, for instance, an order and response mismatch quantity or price and requires additional approvals. New configurable rules maintained by business users can be deployed quickly.

Elemica also created a digital signature service by which invoices are signed using a secure signature-

creation device, sent to the buyer and archived. This service also is re-usable across vertical industry standards and supports multiple data formats. Thanks to the flexibility of a service-oriented development approach, Elemica can quickly deploy new document types, thereby enhancing its value to trading partners.

Additionally, Elemica's platform supports documentation and reporting. Trading partners can easily compare orders and invoices to avoid fulfilling or paying for the same order twice. This service works on Java platform and is re-usable across vertical industry standards and multiple document types.

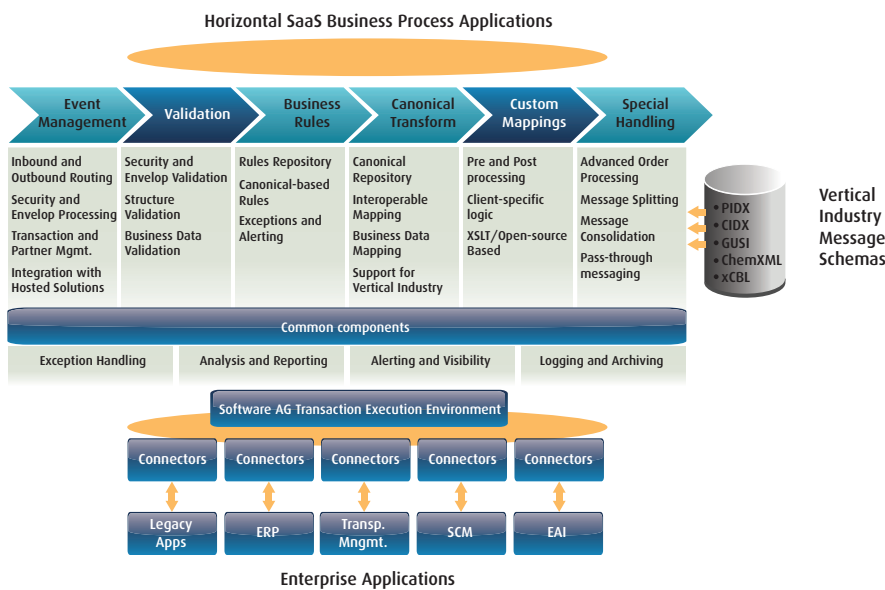
"Providing business process reliability is extremely critical for us," CTO Saxena said. "So it's critical to leverage the business process of validation, leverage business rules and re-use services across multiple data formats."

Re-using services not only speeds up process deployment and increases reliability, it also simplifies maintenance. Elemica can develop services once and then maintain them centrally to save time and effort, even though they may be deployed across different partners, processes, standards and document types.

KEY COMPONENTS

webMethods Trading Networks

This enterprise-class B2B gateway provides a comprehensive, scalable solution for conducting B2B integration with customers, suppliers, distributors and other trading partners.



Elemica handles 50 million documents a year and has 1800 clients and more than 5,500 trading partners.

ABOUT SOFTWARE AG

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Our leading Business Infrastructure Software portfolio is used for data and system integration and modernization. It fosters new levels of IT agility through SOA and allows the rapid creation of new business processes with BPM.

Our 40-year history of success ensures our customers have a reliable platform for driving future business results – faster.

Software AG – Get There Faster

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