



DRIVING AGILITY WITHIN THE SUPPLY CHAIN TO DELIVER CUSTOMER ORDERS ON TIME

Challenge

The Mobile Devices business (MDb) at Motorola designs, manufactures, sells and services wireless subscriber and server equipment to a large customer base. To enhance customer service and satisfaction, the MDb wanted to refine its order-to-book process and ensure a high percentage of on-time order fulfillment.

Solution

Motorola chose webMethods Optimize, the market leading Business Activity Monitoring (BAM) solution to gain visibility and control over its order entry-to-order booking process. A vital element of the solution is the ability for real-time monitoring and alerts to gain insight into critical business processes and operations.

Benefits

Motorola saw dramatic improvements in streamlining the order process with results in just nine weeks. Motorola achieved:

- 85% improvement in problem discovery and resolution time, from days to hours
- 75% reduction in number of problem orders
- 15% increase in number of orders fulfilled online versus through call centers
- 38% increase in business process productivity for the planning team

**MOTOROLA**

Motorola is a Fortune 100 global communications leader that provides seamless mobility products and solutions across broadband, embedded systems and wireless networks. Seamless mobility harnesses the power of technology convergence and enables smarter, faster, cost-effective and flexible communication. Motorola is widely recognized for innovative use of technology to manage its complex international supply chain, sales and manufacturing operations.

Get there faster.™

“At Motorola, we want to be seamless on the inside and the outside. The webMethods product suite helped us get there faster by ensuring **complete visibility throughout the order process in order to meet and exceed the needs of our customers on a timely basis.”**

Charles Soto | Sr. Director, Enterprise, eBusiness and Integration Solutions | Motorola

Extending the value of enterprise integration

Motorola had previously standardized on the webMethods product suite for its global integration backbone and had integrated dozens of core enterprise applications legacy systems, purchasing and credit card authorization systems, data marts, and various Web-based electronic commerce applications. They had also created direct connections to many customers and suppliers.

Now, by using integration points to gain unique access to the health and status of the order process, webMethods Optimize is helping Motorola to effectively monitor transactions flowing through the order process—from receipt of orders until orders are booked—in real-time.

“We consider the webMethods product suite a leader in the integration space and have been continually impressed by the company’s product vision and direction,” said Mike Danley, Sr. Manager, eBusiness and Integration Solutions at Motorola. “We had already seen significant benefits from the core integration solution and were extremely excited about webMethods Optimize because it had all the functionality to meet our requirements while leveraging and extending the value of our integration efforts.”

Optimizing business processes

The webMethods Optimize solution is configured to:

- Deliver automated, exception-based alerts and analysis.
- Notify managers of order anomalies at any level or step in the process, in real-time.
- Identify potential issues proactively vs. reactively, delivering continuous process improvements for optimal performance.

- Accelerate issue resolution by isolating relevant data points and establishing their correlation to the issue.
- Enable managers to analyze, visualize and prioritize process anomalies, allowing them to deal with the most critical issues first.

Increasing productivity

When webMethods Optimize detects an anomaly in the order process, real-time alerts are automatically sent to the appropriate personnel so that immediate action can be taken either to resolve the anomaly or move the order forward.

According to key business users within Motorola, issue identification now takes place in mere minutes, on-time order fulfillment reached the upper ninetieth percentile, and timely discovery and resolution of product irregularities have significantly reduced the total number of delinquent orders.

Additionally, real-time information on order volume is now available and has enabled better planning and provided upstream visibility for increased efficiency for the materials management team.

Manual monitoring activities and other non-value added tasks are now significantly reduced. Instead Motorola staff can focus on more value-added tasks such as enhancing and creating new capabilities, improving processes and inventory management.

Most importantly, Motorola has seen a considerable reduction in problems reported and escalated by customers – a significant measure of customer satisfaction, and a leading metric by which the business is measured.

KEY COMPONENTS

Business Activity Monitoring

BAM provides real-time business insight to find and solve supply chain problems and identify opportunities for improvement. With BAM, your business can monitor incoming orders to detect ordering patterns, alerting users of major swings.

ABOUT SOFTWARE AG

Software AG is the world’s largest independent provider of Business Infrastructure Software. Our 4,000 global customers achieve measurable business results by modernizing and automating their IT systems and rapidly building new systems and processes to meet growing business demands.

Our industry-leading product portfolio includes best-in-class solutions for managing data, enabling service-oriented architecture, and improving business processes. By combining proven technology with industry expertise and best practices, our customers improve and differentiate their businesses – faster.

Software AG – Get There Faster

© 2008 Software AG. All rights reserved. Software AG and all Software AG products are either trademarks or registered trademarks of Software AG. Other product and company names mentioned herein may be the trademarks of their respective owners.