

IMPROVED BUSINESS INTEGRATION AND FLEXIBILITY USING THE WEBMETHODS PRODUCT SUITE

Challenge

DSM realized that it needed to take an integrated and flexible approach to e-business — streamlining sales transactions while making it easier for customers, suppliers and partners to do business with them. DSM also needed to be able to assimilate new business acquisitions quickly, with the aim of building a unified global infrastructure.

Solution

As a preferred SAP partner responsible for the development of its XML-based Business Connector, the webMethods product suite was the clear choice. webMethods for SAP in particular was employed to replace all the legacy SAP Business Connectors. Combined with webMethods Business Process Management (BPM), this allowed DSM to model and monitor best practices and ensure a consistent experience with business partners.

Benefits

DSM is now able to complete full ERP-to-ERP links to new companies in just two to three days using the webMethods product suite. Furthermore, direct system-to-system links to the banks used by DSM have also been established and customers are increasingly able to trade online with DSM.



With a presence in 49 countries worldwide and annual sales of almost € 9 billion, DSM is a force to be reckoned within the global life science, performance materials and industrial chemicals markets. DSM products are used in a wide variety of applications from human and animal nutrition, through cosmetics and pharmaceuticals, to automotive, construction and electronics.

Get there faster.™

“The webMethods product suite has made our assets sweat more. Moreover, the technology is stable and worry-free. It has become the pumping heart of DSM. webMethods has proven to be DSM’s best e-business investment in the past 5 years.”

Rob Craft | Director of Corporate e-Business | DSM

Integrating for future growth

To deliver on its goal of becoming a specialty group of companies, DSM realized that it needed to take an integrated and flexible approach to e-business. It wanted to streamline sales transactions while making it easier for customers, suppliers and other partners to communicate and do business with the company.

DSM also needed to be able to assimilate new business acquisitions quickly. The company needed to integrate multiple ERP and legacy back-office systems, with the aim of building a unified global infrastructure. With most of the company’s ERP systems SAP R/3-based, connectivity with SAP solutions was a major pre-requisite.

“We wanted to phase out SAP business connectors in favor of a more unified interface,” explained Wil van Es, Manager IT applications e-Business. “This could enable us to present a single unified view of DSM to our customers and partners, no matter where in the world they were located or with which part of the company they were communicating.”

Given the size of the organization and plans for future growth, scalability was a significant concern. So too was reliability, because the company would be increasingly reliant on the chosen technology in the future.

webMethods for SAP was a key component

As a preferred SAP partner responsible for the development of its XML-based Business Connector, webMethods was an obvious choice when it came to helping DSM achieve its e-business goals.

The internal integration of multiple ERP back-office systems was the first key step. This provided the foundation for the proposed e-business infrastructure required to support the seamless exchange of information between DSM and its most important

customers and suppliers. webMethods for SAP in particular was employed to replace all the legacy SAP Business Connectors. Combined with webMethods Business Process Management (BPM), this allowed DSM to model and monitor best practices to ensure that e-business partners and customers alike got a consistent experience when they communicated with the company.

“Choosing a single platform to cover all business lines and starting by fully integrating our internal systems around the world was a pre-requisite to meeting our ambitious strategic goals,” said Rob Craft, Director of DSM Corporate e-Business. “The webMethods product suite has enabled us to build a platform that is highly flexible, scalable and well-functioning.”

A scalable solution for future growth

All of the business groups within the company have now integrated their ERP solutions along with most of the legacy back-end systems. Some 300 business partners have also been brought on-board with full ERP-to-ERP links using the webMethods product suite. Around 100 more partners are scheduled to be added, enabling DSM to complete connection to new companies in just two to three days. Wil van Es reports a high level of respect for the approach taken by DSM, with some 90% of its e-business trading partners going on to adopt the same technologies, methods and standards for their own use.

In addition, the solution proved invaluable when it came to integration of the systems used by Roche’s Vitamins & Fine Chemicals Division. Direct system-to-system links to the banks used by DSM have also been established and customers are increasingly able to trade online with DSM. Integration of the back-end systems, for example, enables customers to browse technical product and safety information, as well as place and monitor orders using their own ERP systems.

With its current strategy, Vision 2010, DSM will focus on expanding its portfolio of specialty products, further growth in emerging markets and continued innovation — further strengthening its operational excellence. According to Wil van Es, the Vision 2010 will be supported by continued development of the company’s e-business infrastructure using a mix of SAP and webMethods technologies which he sees as both complementary and synergistic. “Backwards compatibility with current SAP deployments plus comprehensive support for XI allows customers to establish their own pace for transitioning to the new platform — making the webMethods product suite approach a highly compelling alternative to the ‘rip and replace’ strategies more usually proposed.”

KEY COMPONENTS

webMethods Product Suite

The webMethods product suite enables companies to automate and improve business processes, eliminate point-to-point integration challenges, and gain real-time visibility into operational and business activity.

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.

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