

34210: B2B Integration using Biztalk and Managed Services

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Wednesday, 4/16/08 8:30 AM - 9:30 AM Room: 706

InterTrade Systems Background

- Privately held B2B Integration Service Provider
- Founded in 1996, EDI Tier-1 VAN
- TradeLinks B2B Platform Launched in 2001
- Offices in San Jose, New York, Laval



InterTrade Systems Services

- B2B Integration Outsourcing
- B2B Portals
 - Supplier Facing
 - Customer Facing
- Product Data Synchronization
- B2B Business and Technical Consulting



J. R. Simplot Co. Background

- Privately held AgriBusiness Co.
- \$3+ Billion (US\$) Revenue
- 12,000 Employees Worldwide
- Headquarters in Boise, Idaho, USA



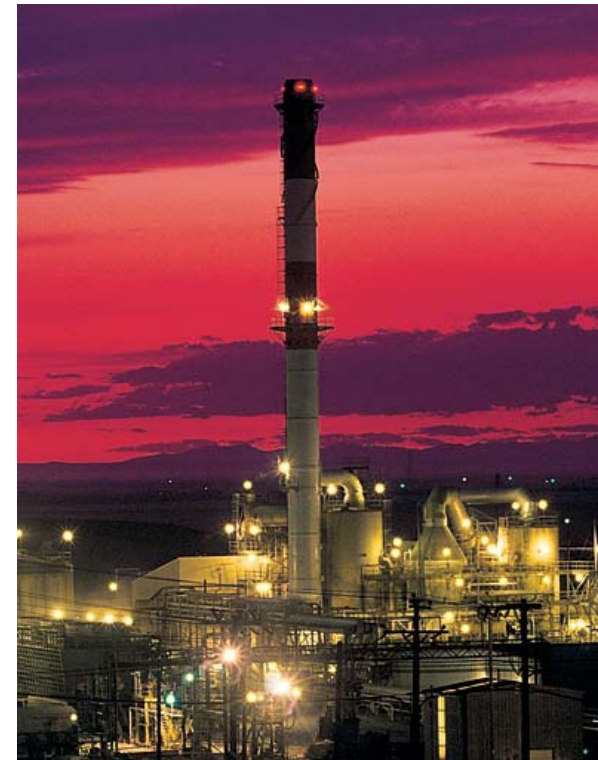
Food Group



- 3 billion pounds of fries annually
- Full line of frozen vegetables and fruit
- Primary marketing to Food Service
- Little retail presence
- Value-added products for operators

AgriBusiness Group

- Largest phosphate producer in Western US
- 80 Grower Solutions throughout Western US
- Silica Sand mine in Nevada
- Phosphate Mines in Utah and Wyoming



Simplot Company B2B Messaging

Food Group:

- Customer Orders
- Warehousing
- Customer Sales Reporting (rebates)
- Invoicing



Simplot Company EDI Transactions



Customer

Purchase Order (850), (875)



PO Confirmation (855)



Advanced Ship Notice (856)



Invoice (810), (882)



Warehouse Shipping
Order (940)



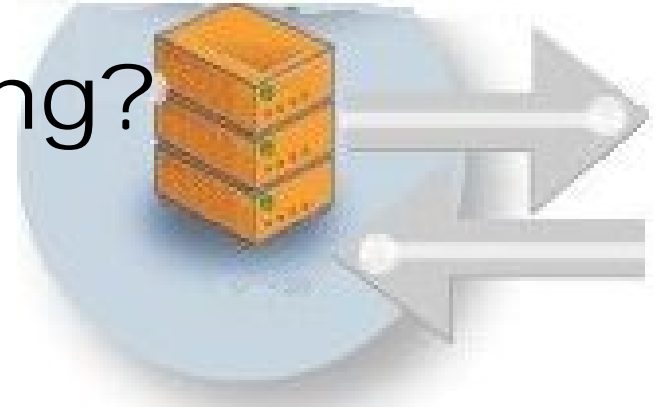
Warehouse Shipping
Advice (945)



3rd Party Warehouses

Why use B2B Messaging?

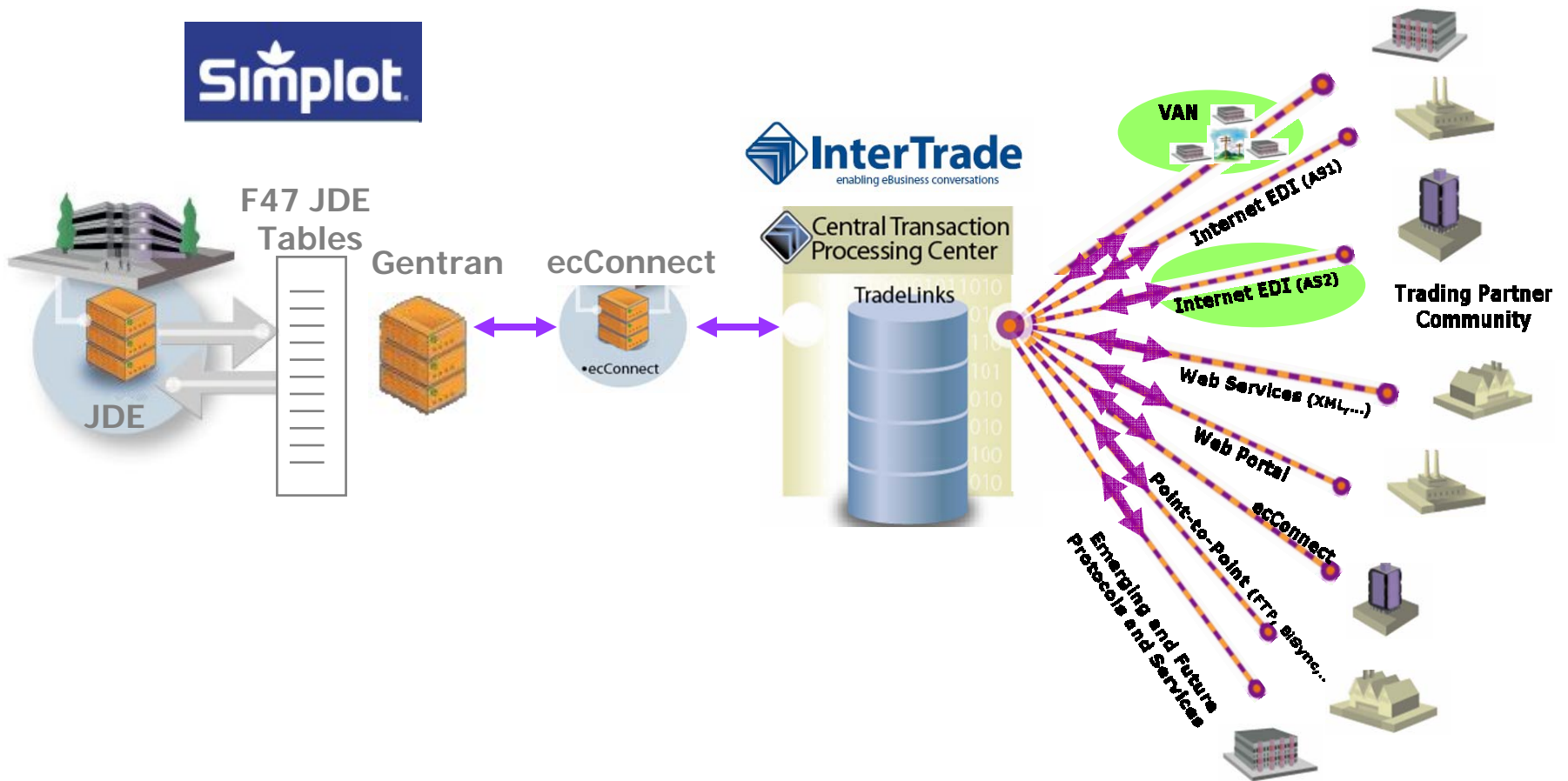
- Eliminate Manual Data Entry
- Reduce Administrative Costs
- Reduce Errors / Costs Due to Errors
- Improve Supply Chain Efficiency
- Increase Sales by Reducing Out of Stocks
- Improve Customer Service
- Improve Warehouse Planning
- Enable New/Efficient Business Processes (VMI, Consigned Inventory, CPFR, RFID)



Simplot IT Systems: All Groups

- JD Edwards EnterpriseOne ERP Software on IBM iSeries w/ DB2
- EDI Translation Using Sterling Commerce Gentran EDI Running on IBM iSeries
- VAN and AS2 Services from InterTrade
- 176 Trading Partners
- 19 Different Transactions
- 48 Different Maps

Initial Architecture



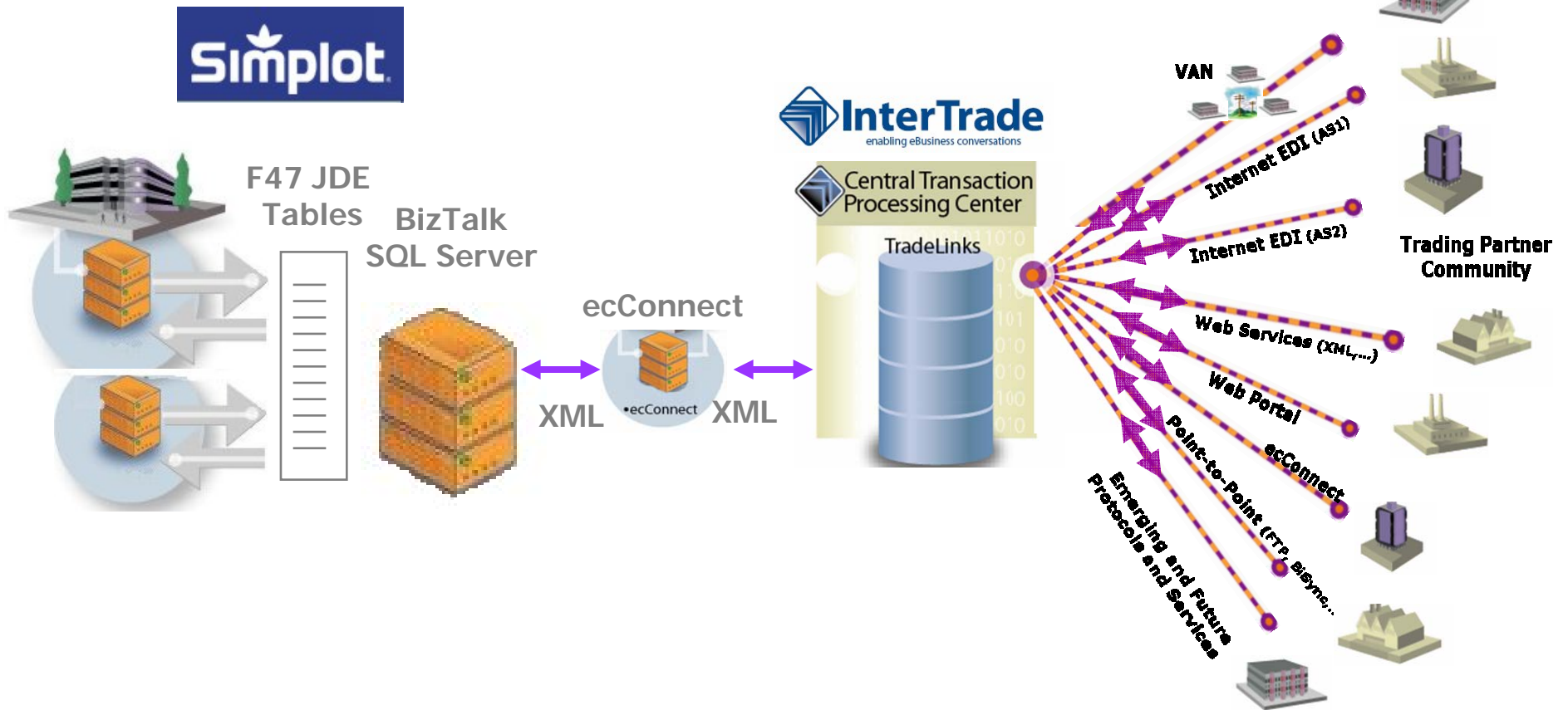
Reasons For Migration

- Enhance Business Messaging Capabilities over X.12
- Current iSeries Based Gentran Being Desupported
- New GIS Requires Complete Reimplementation
- Biztalk Has Been Selected as the Preferred Integration Tool
- EDI Needs to Connect Through Biztalk (XML) to JDE
- InterTrade Managed Service Offering Providing Interesting Benefits

Migration Methodology

- Review Business Messaging Analysis, Architecture and Roadmap
- Start with Pilot Project
- Step by Step Migration with Parallel Operations
- Add B2B Enhancements
 - Add New Transactions
 - Add New Connectivity Options (Web Portal)

New Architecture (High Level)



Architecture Choices

- 3 Ways Of Connecting Biztalk To JDE:
 - Business Functions Through Libretto Adapter
 - Flat Files Through or Without Adapter
 - Connect to F47 Interface Tables
- Final Recommendation:
 - Connect to F47 Interface Tables
 - Reuse Custom Code Built Around F47 Tables
 - Duplicate F47 Tables in SQL Server and Use ODBC to Exchange Data

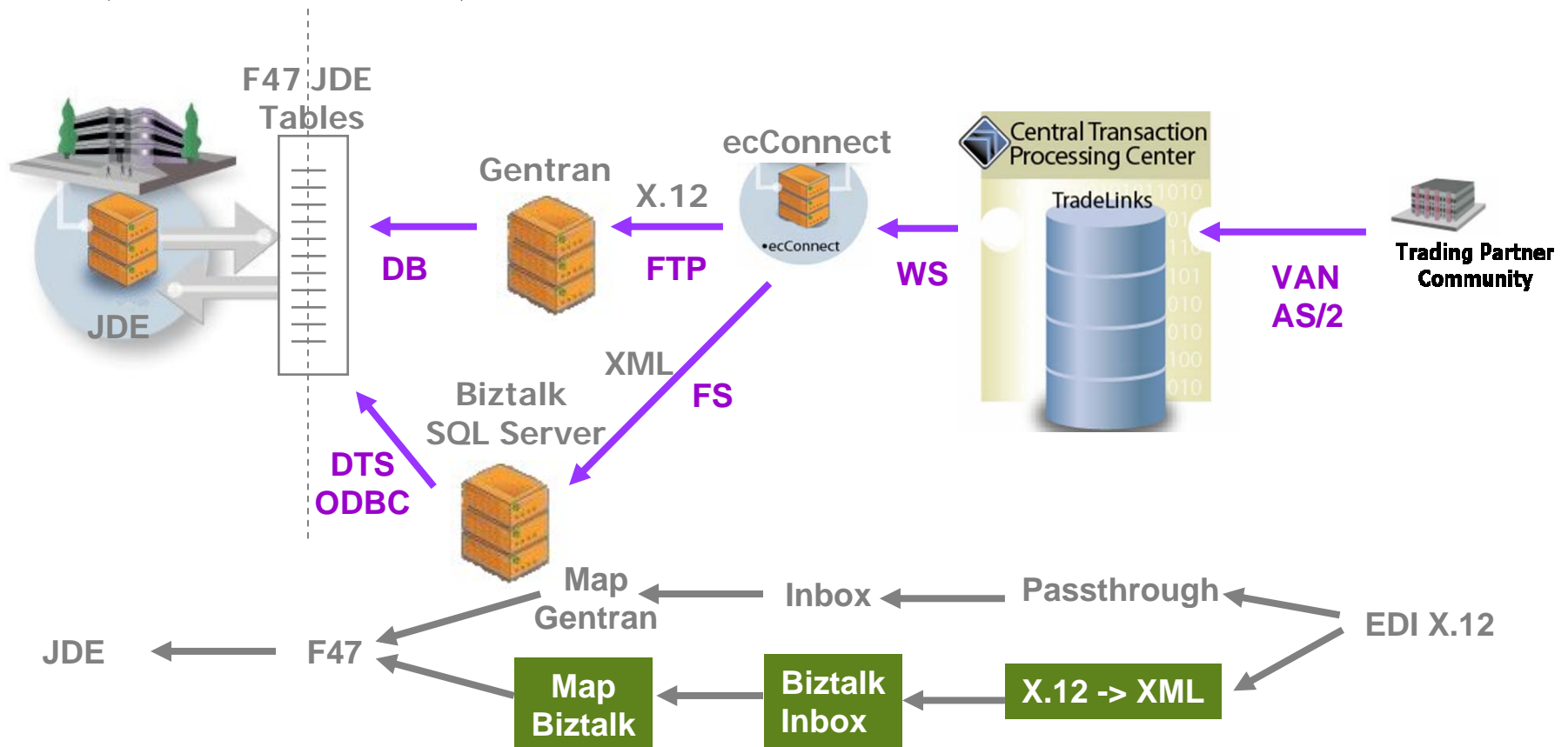
Risk Mitigation Plan

- No Changes On JDE Side
- Use F47 Tables As Interface
- Keep All Business Logic Around F47 Tables
- Migrate and Convert Before Enhancements
- Limit New Trading Partner On-Boarding
- Do Significant Pilot Project
- Do Extensive Testing With Parallel Operations in Test Environment
- Allow Side by Side Comparisons at EDI and F47 Levels

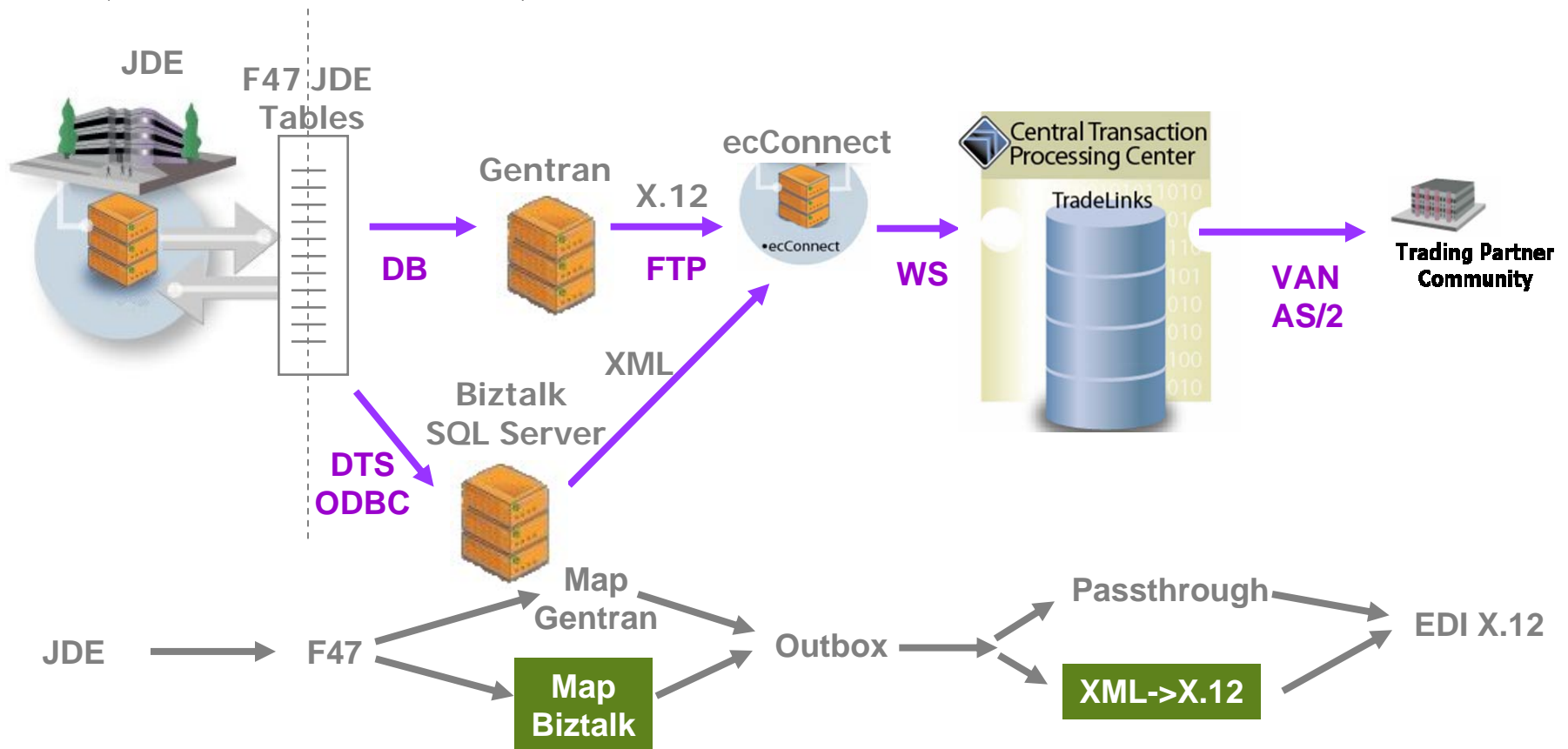
Risk Mitigation Plan (2)

- Step By Step Migration
- Keep Gentran Operating in Parallel During All Migration
- Configure Outbound Transactions In Fail-Safe Mode
- Allow For Quick And Easy Back To Gentran Switch (Inbound Transactions)
- Implement Transaction Counter to Facilitate Monitoring
- Start With Lower Impact Transactions

Parallel Operation Architecture (inbound)



Parallel Operation Architecture (outbound)



B2B Managed Services Benefits

- Eliminate B2B Infrastructure Costs
(Hardware, Software, Monitoring, Power)
- Reduce B2B Integration Setup, Maintenance
and Management Costs
- Improve Visibility on B2B Transactions
- Reduce B2B Hidden Costs
(Optimized Server Configuration, Better
Automation)

B2B Managed Services Benefits (cont.)

- Get to B2B Benefits Faster and Easier
- Flexibility: Ready to Support New Protocols and Data Formats
- Reduce B2B Impact on Internal IT Resources

Leveraging for Value with Customers

- Web Portal for Order Entry (Phase 1)
 - International Offices (Asia & Pacific Rim)
 - US Domestic Customers
(who are not currently using EDI)
- Modify Portal for Additional Uses (Current)
 - Order Templates (Many Repetitive Orders)
 - Order Tracking
(Allow Customers to Check Order Status)

Thank You

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