How to Improve Supply-Chain Efficiency
With Intelligence, Integrity, and Integration
What Our Customers Say

“Because my sales managers can call up the same data that I see on the dashboard, we can easily share tips and initiate dialogues. We can even find out why some items perform better than others by analyzing the transaction characteristics and selling behaviors that produce the results.”

Richard Pedott
Vice President of Planning and Allocation

Eastern Mountain Sports

“WebFOCUS gives us real-time insight into what is selling and what inventory is on the shelves in the stores.”

J. Ed Smith
Chief Information Director

Utz Quality Foods

“Because Mark Anthony Group functions in a highly regulated industry, there is a great deal of government reporting involved with the flow of inventory in and out of the warehouse. iWay has simplified the process of creating accurate reports to share with the government. iWay’s reporting capabilities are phenomenal.”

Robert Eckley
IT Team Leader

Mark Anthony Group

“iWay lets us focus on relationships rather than integration. For example, once we have a connection with an SAP system internally and we want to add a new partner, we simply make a database entry. There is no configuration necessary on our part. We add them to the database and it works.”

Bas Van Amerom
eSupply-Chain Manager

AkzoNobel
The ability to effectively manage its supply chain has a profound impact on an organization’s market share and bottom line. Businesses must increase throughput and ensure on-time delivery of goods, while reducing costs, fulfillment times, and cash-to-cash cycles to ensure maximum supply-chain efficiency.

The increasing complexity of today’s supply chains has made it much more difficult to monitor and control related activities. Achieving these goals requires the ability to identify and manage supply-chain risks, and respond to customer demands in real time. But many organizations lack the required visibility into their supply-chain operations.

Information Builders’ business intelligence (BI), integration, and data integrity solutions can help companies streamline the supply chain from end to end. By enhancing the quality, consistency, and accessibility of enterprise data, organizations can empower supply-chain stakeholders with the insight they need to:

- Minimize supply-chain disruptions and mitigate risk by monitoring potential issues and understanding their root causes
- Tighten delivery windows and avoid customer-imposed penalties by uncovering, prioritizing, and correcting inefficiencies or redundancies
- Anticipate and adapt to constantly-changing customer requirements
- Combat margin erosion by tracking expenses and asset utilization to uncover waste and opportunities for cost-cutting
- Improve communication, collaboration, and information-sharing with all supply-chain partners, including suppliers and vendors
- Manage environmental, health, safety, and regulatory compliance

Information Builders offers all the tools supply-chain stakeholders need to boost agility, resilience, reliability, and responsiveness – from automating key activities to forecasting demand and providing insight into production capacity, inventory levels, work in progress, and delivery status.
BI for the Supply Chain

Dashboards provide at-a-glance metrics from a variety of data sources.

Lack of supply-chain transparency is one of the key obstacles organizations face. With the WebFOCUS BI and analytics platform, stakeholders have the real-time, comprehensive insight they need – from sourcing through customer delivery – to increase value and foster a culture of continual tracking, measurement, and improvement across the entire supply-chain network.

WebFOCUS provides:

■ Robust BI that enables close monitoring of all supply-chain activities across multiple plants, warehouses, and distribution centers
■ Advanced analytics, including social media analytics, location analytics, and data discovery and visualization, to give stakeholders the ability to interact with vital supply-chain information from any combination of internal and external sources
■ Performance management capabilities that allow organizations to define and track proper metrics and measures, such as the SCOR Framework
■ Innovative predictive analytics that make it easy to leverage historical data to anticipate potential risks, forecast demand and supply fluctuations, and control other factors that impact supply-chain performance
■ Web portals and dashboards that provide all stakeholders with a single point of access and sharing for mission-critical supply-chain information
■ Real-time alerts that immediately notify key stakeholders when problems arise
Customer Success With Business Intelligence

**ICON** – Information Builders technologies have had a multimillion-dollar impact at the world’s largest manufacturer and distributor of home exercise equipment. Efficiency and accuracy have increased throughout the company, from the finance team to sales, research and development, production, and customer service. Managers and executives enjoy greater decision-making capabilities, resulting in higher product margins, more responsive production lines, and a just-in-time inventory model that ensures customer satisfaction.

**Intersil** – This global technology leader manufactures high-performance analog semiconductors. A disparate information analysis environment was causing redundancies and inconsistencies in core operations. End users also lacked the visualization capabilities needed to effectively interpret and use data. WebFOCUS was used to build a series of dashboards that provide timely, complete insight into the company’s supply chain, as well as other areas of the business. Users can now quickly and easily analyze assembly operations, backlog activity, orders, sales, returns, pricing, inventory levels, and more. As a result, they can uncover important patterns and trends that help positively impact all areas of the business.

**nVision Global** – Using WebFOCUS, the company created a cohesive self-service BI portal. Its new iFocus Dashboard includes industry-leading data visualization tools that empower customers to scrutinize every facet of their shipping, payment, and logistics operations. By letting customers access their current information via the web, the company delivers greater value by increasing the efficiency and effectiveness of their shipping activities.

**ReaderLink** – Data stored in disparate legacy systems presented a huge challenge for the nation’s premier distributor of paperback and hardcover books. When the company wanted to build a powerful reporting system without the need to create and maintain a data warehouse, it chose WebFOCUS as the foundation. Today, employees in the company’s sales, marketing, and warehouse groups, as well as more than 300 publishing partners, can create self-service reports to gain instant visibility into sales and inventory information.

**Utz Quality Foods** – The key to success in the snack food industry is to ensure that the freshest products possible make their way from the manufacturing plant to the store shelves. That’s why Utz, which produces and sells more than 20,000 pounds of potato chips each hour, chose WebFOCUS to support a reporting environment that makes it easier to synchronize supply and demand. Delivery personnel use handheld devices to collect store inventory data, which is later analyzed to better manage inventory levels. The company’s web reporting strategy has been so successful that Utz considers WebFOCUS to be a major contributor to its growth.
Integration and Data Integrity for the Supply Chain

iWay facilitates end-to-end integration of supply chains.

Today’s sophisticated global supply chains are run on countless applications systems – enterprise resource planning (ERP), customer relationship management (CRM), product lifecycle management (PLM), supply-chain management (SCM), e-procurement, and more. Often, the data contained within those systems isn’t as timely and trusted as it could be. Leveraging information to optimize the supply chain can only be achieved when all internal and external systems can be tightly integrated and governed to ensure accessibility and quality.

iWay Software technologies empower organizations with robust integration and integrity tools designed to bring together, cleanse, and enrich vital information assets:

- A broad-reaching integration platform helps to break down supply-chain silos by unifying structured and unstructured information from disparate internal systems, as well as sources maintained by suppliers, logistics providers, and other third parties
- Powerful B2B solutions eliminate the need for expensive electronic data interchange (EDI) environments and seamlessly automate order processing and other activities to increase accuracy and efficiency
- Proactive data quality management tools eliminate the costs associated with bad data by ensuring the accuracy and consistency of supply-chain information at all times
- Master data management solutions allow for the creation of a single “golden” record for core business entities, such as suppliers and products
Customer Success With Integration and Data Integrity

**AcuSport** – To effectively meet customer requirements, this leading distributor of outdoor and shooting sport products needed to integrate its internal order-entry processes with the disparate order formats spread across various channels. The iWay Integration Suite for B2B replaced an expensive, error-prone EDI system that required substantial hand coding. iWay seamlessly integrated the company’s product information management (PIM) system with other legacy applications, eliminating manual scripting and minimizing B2B costs.

**AkzoNobel** – As its existing software reached the end of its life, the world’s largest paints and coatings company wanted a state-of-the-art solution to support its B2B environment. iWay serves as the foundation of OneHub, which facilitates the execution of orders, invoices, purchases, and many more B2B scenarios.

**Eastern Mountain Sports** – This leading outdoor specialty retailer wanted to improve visibility into its merchandising operations to boost sales, improve resource allocation, and propagate best practices. Using iWay, it created a comprehensive data mart that included information from point of sale and legacy applications. That data, along with data from operational systems, is then pulled into a central merchandising dashboard to create a unified view of sales, inventory, margin levels, and other key performance indicators.

**Murphy-Hoffman** – One of the country’s largest dealers of Kenworth trucks selected iWay Software to improve the speed and accuracy of its B2B processes by automating the exchange of purchase orders, parts catalogues, and other business documents. Using iWay solutions, Murphy-Hoffman built a comprehensive EAI architecture based on industry standards to automate workflows between the organization and its partners – in just 10 days. The company has improved efficiency by eliminating manual processes, and has effectively met stringent vendor guidelines.

**Schawk** – This firm creates and implements knowledge-based imaging solutions that help companies maximize brand value. iWay Software helped the organization build a broad-reaching service oriented architecture (SOA) that automates mission-critical interactions between disparate systems. This infrastructure has accelerated billing cycles and cash flow by eliminating manual data entry, reducing process errors during production, and completing projects faster. It also enables the company to more effectively satisfy client needs.

**Visteon** – iWay solutions are helping Visteon, a producer of components and systems such as climate controls, interiors, electronics, and instrument panels for auto manufacturers, to streamline the retrieval of critical ERP and legacy data for employees and supply-chain partners. iWay pulls purchasing, finance, and engineering data from multiple sources and consolidates it into a single reporting database. It can also connect to various production systems in real time, eliminating the need for users to access multiple systems or manually combine data to get the reports they need.
Information Builders helps organizations transform data into business value. Our solutions for business intelligence (BI) and analytics enable organizations to leverage their data and improve decisions. WebFOCUS, iWay, and Omni products work together to seamlessly cover all your information needs.
Intelligence, integrity, and integration solutions help our customers seamlessly navigate the full spectrum of information management for sharper insights and fact-based decision-making.

To learn more about how intelligence, integrity, and integration can streamline the supply chain, visit our online Supply-Chain Management Resource Center at informationbuilders.com/solutions/wf_supplychain.
Worldwide Offices

Corporate Headquarters
Two Penn Plaza
New York, NY 10121-2898
(212) 736-4433
(800) 969-4636

United States
Atlanta, GA* (770) 395-9913
Boston, MA* (781) 224-7660
Channels (770) 677-9913
Chicago, IL* (630) 971-6700
Cincinnati, OH* (513) 891-2338
Dallas, TX* (972) 398-4100
Denver, CO* (303) 770-4440
Detroit, MI* (248) 641-8820
Florham Park, NJ (973) 593-0022
Houston, TX* (713) 952-4800
Los Angeles, CA* (310) 615-0735
Minneapolis, MN* (651) 602-9006
New York, NY* (212) 736-4433
Philadelphia, PA* (610) 940-0790
Pittsburgh, PA (412) 494-9699
San Jose, CA* (408) 453-7600
Seattle, WA (206) 624-9055
St. Louis, MO* (314) 519-1411, ext. 321
Tampa, FL (813) 639-4251
Washington, D.C.* (703) 276-9006

International
Australia*
Melbourne 61-3-9631-7900
Sydney 61-2-8223-0600
Austria Raffi Terminat Informatik Consulting GmbH
Wien 43-1-211-36-3344
Brazil
São Paulo 55-11-2847-4519
Canada
Calgary (403) 718-9828
Montreal* (514) 421-1555
Ottawa (613) 364-2760
Toronto* (416) 364-2760
Vancouver (604) 688-2499
China
Beijing 86-10-5128-9680
Estonia InfoBuild Estonia ÖÜ
Tallinn 372-618-1585
Finland InfoBuild Oy
Espoo 358-207-580-840
France*
Puteaux +33 (0)1-49-00-66-00
Germany
Eschborn 49-6196-775-76-0
Greece Applied Science Ltd.
Athens 30-210-699-8225
Guatemala IDS de Centroamerica
Guatemala City (502) 2412-4212
India* InfoBuild India
Chennai 91-44-42177082
Israel SRL Software Products Ltd.
Petah-Tikva 972-3-9787273
Italy
Agrate Brianza 39-039-596620
Japan KK Ashisuto
Tokyo 81-3-5276-5863
Latvia InfoBuild Lithuania, UAB
Vilnius 370-5-268-3327
Lithuania InfoBuild Lithuania, UAB
Vilnius 370-5-268-3327
Mexico
Mexico City 52-55-5062-0660
Middle East Innovative Corner Est.
Riyadh 966-1-2939007
Iraq
Lebanon
Oman
Saudi Arabia
United Arab Emirates (UAE)
Netherlands*
Amstelveen 31 (0)20-4563333
Luxembourg
Nigeria InfoBuild Nigeria
Garki-Abuja 234-9-290-2621
Norway InfoBuild Norge AS c/o Okonor
Tynset 358-0-207-580-840
Portugal
Lisboa 351-217-217-400
Singapore Automatic Identification Technology Ltd.
Singapore 65-69080191/92
South Africa InfoBuild (Pty) Ltd.
Johannesburg 27-11-510-0070
South Korea UVANSYS, Inc.
Seoul 82-2-832-0705
Southeast Asia
Singapore 60-172980912
Bangladesh Brunei Burma Cambodia
Indonesia Malaysia Papua New Guinea
Thailand The Philippines Vietnam
Spain
Barcelona 34-93-452-63-85
Bilbao 34-94-400-88-05
Madrid* 34-91-710-22-75
Sweden InfoBuild AB
Stockholm 46-8-76-46-00
Switzerland
Dietlikon 41-44-839-49-49
Taiwan Galaxy Software Services, Inc.
Taipei (866) 2-2586-7890, ext. 114
United Kingdom*
Uxbridge Middlesex 0845-658-8484
Venezuela InfoServices Consulting
Caracas 58212-763-1653

* Training facilities are located at these offices.