

Digital China Achieves High-Tech B2B Milestone with RosettaNet-Based SEEBURGER Deployment

In early 2009, Digital China wrote a new chapter in China's supply chain development by automating its supply chain communications with the rollout of the country's first major RosettaNet implementation. The B2B deployment – designed to streamline order processing for the company's largest customers and product suppliers – required support for multiple message formats and communications protocols as well as integration of disparate SAP systems and proprietary back-end databases. Digital China turned to SEEBURGER both for the advanced capabilities of its Business Integration Server (BIS) and for implementation services. The installation currently handles more than 6,000 transactions every month, is slated for expansion, and marks a landmark B2B adoption among Chinese technology companies.

Mandate from China Mobile

The catalyst for the project was a directive from a key Digital China customer, China Mobile Communications Corporation (CMCC), operator of the world's largest mobile network. CMCC also sells consumer electronic products ranging from mobile phones to full PC systems and peripherals through multiple retail channels both online and in-store. To streamline its supply chain, CMCC mandated that all communications with strategic suppliers be conducted via electronic data interchange (EDI) based on RosettaNet, the global business-to-business e-commerce standard for the high-tech/electronics industry.



DIGITAL CHINA AT A GLANCE

CUSTOMER BUSINESS

- Digital China is the leading IT service provider in China.

TYPE OF PROJECT

- EDI/B2B implementation
- Supply chain optimization

SEEBURGER SOLUTIONS

- SEEBURGER BIS 6
- SAP Adapter
- XML Adapter
- RosettaNet Adapter
- JDBC adapter
- Message Tracking

BUSINESS BENEFITS

- Strategic B2B initiative for paperless order processing
- Compliance with customer EDI/RosettaNet mandate
- Improved supply chain management
- Faster trading partner communication
- Faster order handling time
- 60%+ reduction in clerical workload
- 10%+ reduction in manual data entry errors

TECHNICAL BENEFITS

- First major RosettaNet project in China
- Easy RosettaNet rollout including easy PIPs configuration
- Support for all standards on one B2B gateway
- Seamless SAP integration
- Robust database integration
- Message tracking for end-to-end transaction visibility
- Fast four-month deployment
- 70% savings in B2B development time

Digital China, the country's leading integrated IT service provider, had to change its own supply chain strategy to meet CMCC's requirement. At the time, Digital China was communicating with the majority of its trading partners manually, using limited electronic processes with a handful of electronically capable partners. The company saw CMCC's mandate as an opportunity to establish a completely paperless B2B system that could be extended to additional customers and suppliers as automated electronic supply chain management gains momentum in the Chinese market.

The SEEBURGER Advantage

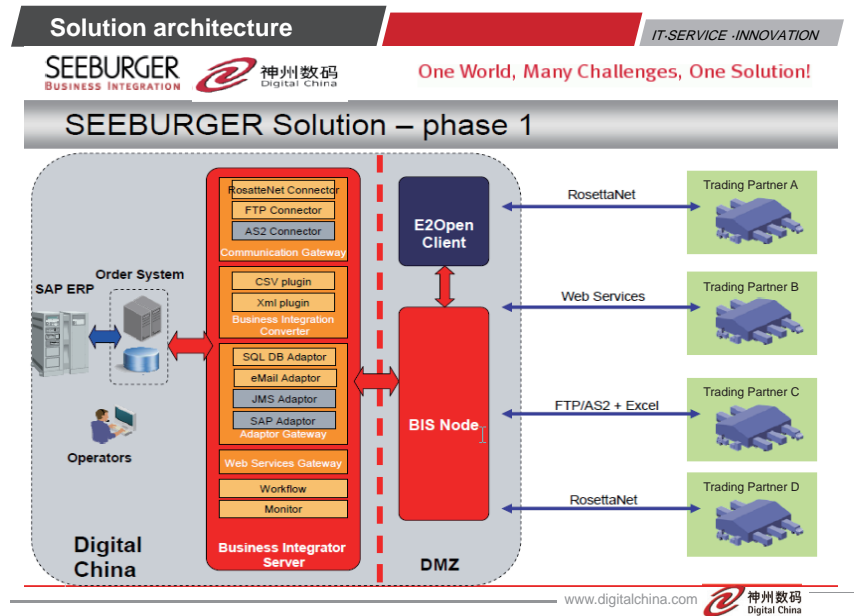
The search for a B2B integration technology provider began with a long list of technical criteria that went far beyond an ability to implement RosettaNet standard messages, integrate with Digital China's back-end SAP ECC6.0 system, and share supplier data across multiple internal databases.

"CMCC's product suppliers are large global brands but not all were RosettaNet-capable in China. We needed a solution that would support their respective message formats while allowing us to deliver RosettaNet-compliant messages to CMCC," said Zhao Dong, CTO Information Management Department for Digital China. "In addition, since each of our brand-specific business units has a customized IT system tailored to that vendor's products and fulfillment operations, we needed to be able to integrate with multiple internal applications."

SEEBURGER's robust BIS 6 platform and 23-year integration partnership with SAP carried the day, along with the company's strong presence in the Chinese market. SEEBURGER has service and support staff in both Shanghai and Beijing, plus implementations for top-tier organizations like Beijing Benz-DaimlerChrysler, Fujian Daimler, Murata Shanghai, Autoliv China and Guangdong Nortel. None of the other vendors evaluated - including IBM, GXS, AXWAY and Sterling Commerce - offered the same combination of credentials.

Different Partners, Different Requirements

The job facing SEEBURGER consultants was to deliver a B2B system that connected different trading partners by different communication protocols with integration to different backend applications. Connections had to be established with Acer, Apple, Dell and IBM - all with different requirements. In addition to supporting the RosettaNet framework, the solution had to provide:





- Back-end integration to SAP R/3.
- Integration to multiple proprietary databases used by Digital China to manage the various supplier brands.
- Relation of customer-specific item numbers to supplier-specific item numbers to allow all parties to process the data seamlessly.
- Conversion of structured data formats including IDOC, XML, comma separated value (CSV) flat file, and RosettaNet PIPs.
- Message transport via FTP, HTTPS, Web Services SOAP and RosettaNet HTTPS.
- Integration to the E2Open client used as a B2B gateway by one vendor.

“Our BIS 6 platform could easily handle these requirements with its any-to-any message conversion engine, large adapter library, drag-and-drop mapping designer, enterprise application and database integration capabilities coupled with our complete RosettaNet solution,” said James

Hatcher, Managing Director of SEEBURGER Asia Pacific. “Since each internal business unit needed to process orders differently, it was a matter of defining best practices by product line to optimize business processes and then putting all the pieces in place.”

Enabling RosettaNet

Key to that process was SEEBURGER’s comprehensive toolset for the RNIF 1.1 and RNIF 2.0 revisions to the RosettaNet Implementation Framework (RNIF) - including predefined RosettaNet workflows and mappings to shorten implementation time.

Using SEEBURGER’s RosettaNet HTTPS Transport Adapter and XML converter in conjunction with the BIS 6 gateway, messages were configured to automatically convert to XML utilizing RNIF trading partner-specific message-types (PIPs), including 2A1, 3A4, 3A4R, 3A4C, 3A7, 3A8R, 3A8C, 3A9R, 3A9C, 3B2 and 4B2. These messages represent transactions such as Product Catalog information, PO, PO Update, PO Change, PO Cancellation, Shipment Receipt Notification, Advance Shipping Notification and Remittance Advice.

Transactions would then be transmitted and received in a manner compliant with the PIP-related process for each message type, enabling 100% real-time B2B ecommerce that fulfills the CMCC mandate as well as paving the way for easier communication with other supply chain partners.

