

trading partner enablement workshop for business-to-business integration



conquering B2B challenges

The Internet is changing and challenging the way companies do business with each other. The private networks associated with EDI (Electronic Data Interchange) are giving way to real-time trading over the Web. These new electronic marketplaces come in many forms. They include industry exchanges, private exchanges and direct, real-time connections with customer e-procurement systems. In some cases, connecting may not be an option, but a customer mandate.

The question we often get asked at HP is, "How do companies create a solid foundation for building a successful e-business?" Our customers want help sorting through the technology, evaluating the options, developing a quantifiable ROI, and getting connected with their trading partners over the Internet as quickly, securely, and reliably as possible. And they usually need to do this while maintaining their traditional trading channels.

common benefits from trading partner enablement:

- **improved customer service** — with secure, real-time connectivity over the Internet
- **greater business efficiency** — by reducing errors and redundancies in the order cycle
- **business value to customers and suppliers** — through real-time trading and collaboration
- **increased sales and service revenues** — with new sales channels and broader market coverage
- **improved employee productivity** — with automated processes that free-up time for more business value-add tasks

In response, HP has undertaken two initiatives. They have tackled potential technical complexities by crafting a number of trading partner enablement start-up solutions that combine Microsoft® .Net Enterprise Servers, industry-leading HP ProLiant servers, and project services from highly experienced HP Services consultants. The second initiative is the Trading Partner Enablement Workshop, designed to help companies discover the functional business-to-business (B2B) model that fits their needs, uncover the critical decisions, and rally the organization to take action.

In this insightful and energizing half-day, on-site workshop, you can take on the challenges and opportunities of B2B e-commerce and come away with the information and ideas you need to begin planning your e-business solution. Using a combination of knowledge sharing, interactive discussion and examples of trading partner enablement solutions modeled on actual projects, the goal of this workshop is to provide your company with the basis for developing a pilot project.

Over the past 30 years HP has implemented hundreds of EDI solutions with many of these companies now adopting the Internet. HP also uses the Internet to reach customers and suppliers, and has been a pioneer using the Internet to trade in the high-tech industry. Our B2B professionals draw from these experiences, helping you identify your company requirements and map them to qualified recommendations.

The Trading Partner Enablement Workshop creates a collaborative and informative environment for colleagues who are wrestling with the impact of the Internet on their business. Our results-oriented HP consultants keep the pace lively to ensure a positive return on the investment of your valuable time.



trading partner enablement workshop

who should attend:

- **finance and accounting** — capture important ROI goals & metrics
- **operations** — compare & evaluate example B2B processes to your current business environment
- **procurement and EDI** — discover ways to adopt Internet trading technologies into your current systems in a rapid, cost effective manner
- **sales and marketing** — see how companies have added new revenue-generating sales channels while retaining current customers
- **information technology** — model a multi-faceted trading environment that operates through a single system

explore real-world implementations with hp

\$5M office products supplier:

"We wanted to enhance our business via the Internet. HP and Microsoft helped us make the jump to e-commerce with a rapid implementation, which integrated with our existing information technology (IT) environment. The results opened doors to new Fortune 500 companies, increased sales by 47% and decreased order entry error rates by 90%, all without adding staff."

Chief Operating Officer

\$3B manufacturer in the process industries:

"On a monthly basis the 24x7 integration framework is processing 4.5 million business transactions per month, with 2-3 second global response time to the manufacturing and distribution center operations. This implementation offers our customers the real-time e-business capabilities necessary to execute global business transactions."

Chief Technical Officer

\$10B global IT products distributor:

"The HP Services project team defined and deployed a high quality solution in rapid time. This was a testament to their experience in conducting similar implementations."

Vice President IT

Information on HP Trading Partner Enablement case studies can be found at the following website: hp.com/services/success

in this interactive workshop we talk about...

- what suppliers are thinking and doing in B2B and why?
- new areas of business value and typical hurdles to achievement
- Microsoft .Net technology and the role of standards
- B2B scenarios for your company
- project sizing and justification
- rapid implementation methodology
- HP offerings for delivering trading partner enablement

for more information

For more information or to arrange a Trading Partner Enablement Workshop contact:

Dan Sweeney

HP Services

(978) 506-9963

daniel.sweeney@hp.com

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