

# HUB to RosettaNet@ST



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# ST Challenges in Japan

- ST wants to increase Business Automation
  - to Strategic Customers
  - to Distributors
    - Small distributors, simple business models
- Some IT difficulties to overpass
  - Very limited ST IT resources in Japan
  - Distributors with limited ERP's, basic Internet infrastructure
  - Language barrier
  - IT S2S Japan still slow batch oriented
    - EIAJ standard (CSV files), with modem connections
- Automation of business processes is a must



# Critical S2S implementation Success Factors

- Successful S2S integration & management requires expert personnel using specific tools
- Partner integration success depends on its S2S readiness
- Multiple partners deployment requires extensive Partner assessment, business process definition, message translation, testing, and certification knowledge & skills. Once in production, data quality control, change management, partner support tools and expertise are mandatory
- How to respond to above items for a 2 quarters project start up ?



# Which cost effective solution for our partners, but fashionable for ST ?

- Need for a local IT third party S2S company
  - Language
  - Support center in regional time zone
  - Fully knowledgeable on S2S implementation
- Should be compatible with RosettaNet or EDIINT ST solutions
- Accessible in a cost effective manner:  
Outsourced extranet



# The solution: Hub → RN

- Order Cycle: Nested processes from Product Catalogue to Invoice
- Multi entry points for distributors
  - WebPages
  - Flat file
- One ST standard connection & Several processes
  - RosettaNet & EDIINT AS2
  - Product catalogue, Quotation, Order entry, Sales reports; Invoice



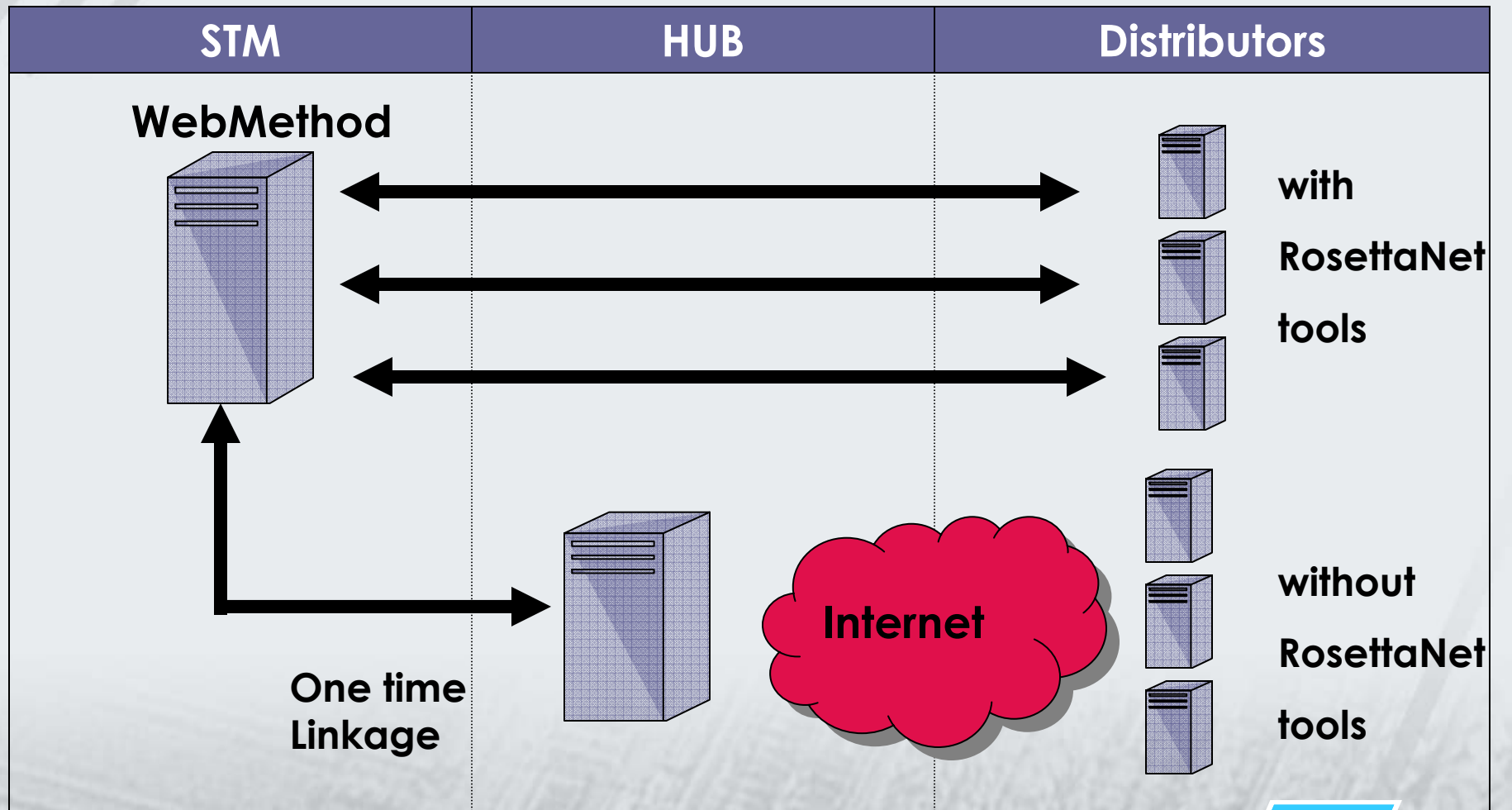
# Yesterday – Where were we?



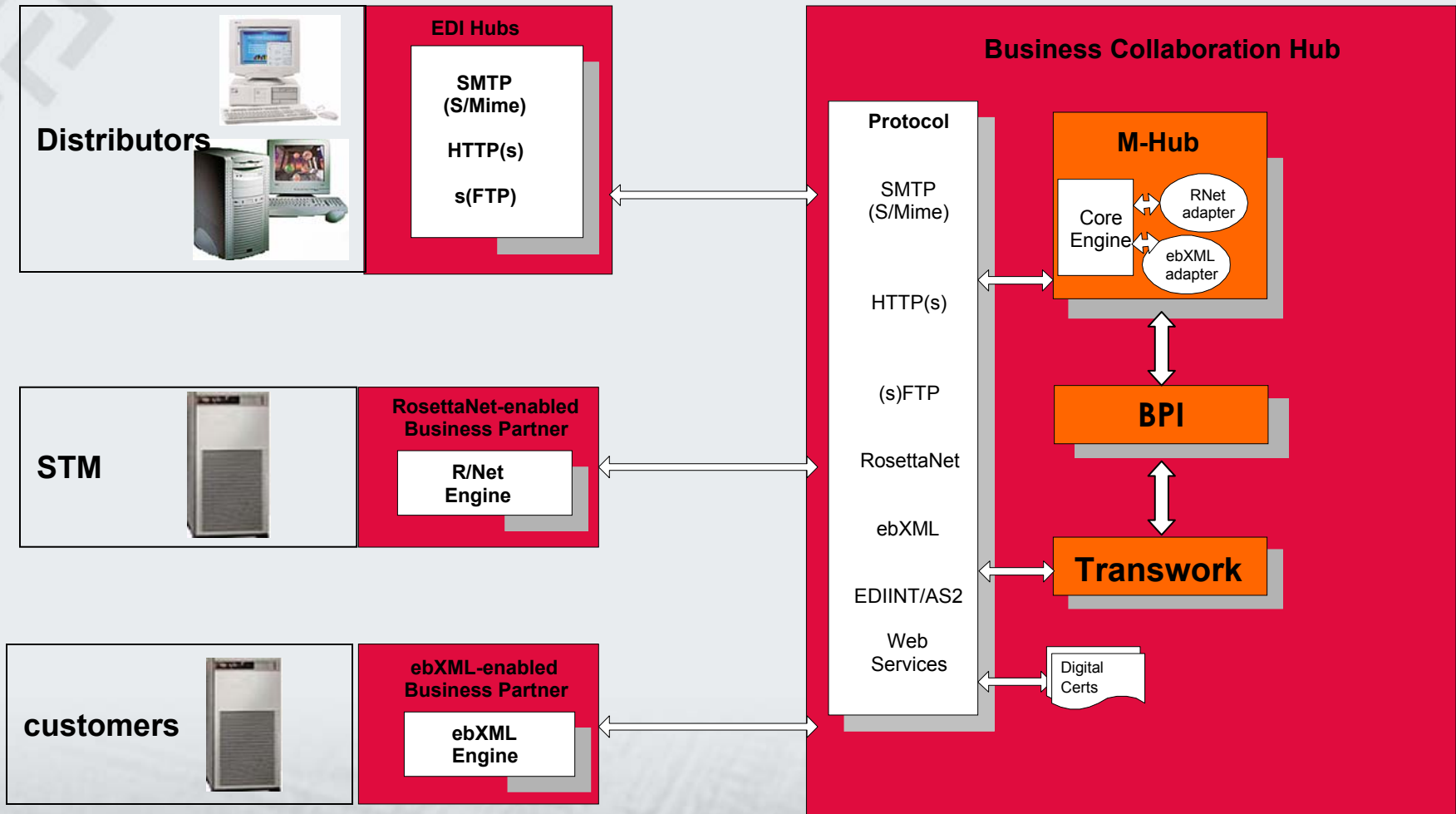
- Early Oct 2003, STM has signed a contract to develop RosettaNet hubs.
- Project Team spent 2 months of intensive requirement gathering follow up with development.
- RosettaNet portal was ready for testing in early January.
- It is roll out to the first group AP Japan and HK user.
- Today, we have a total 15 distributors using solution.



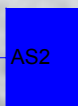
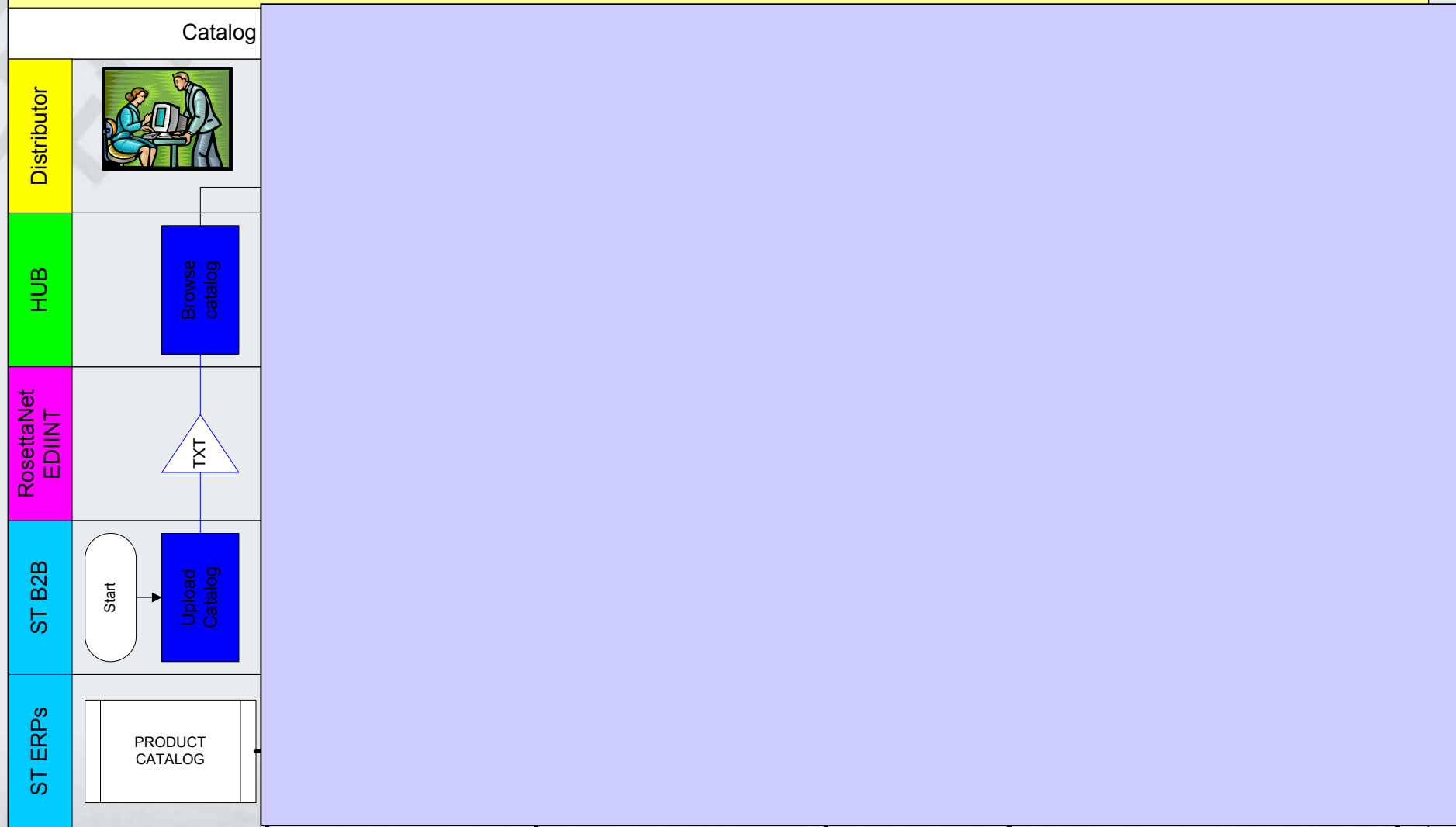
# Architecture



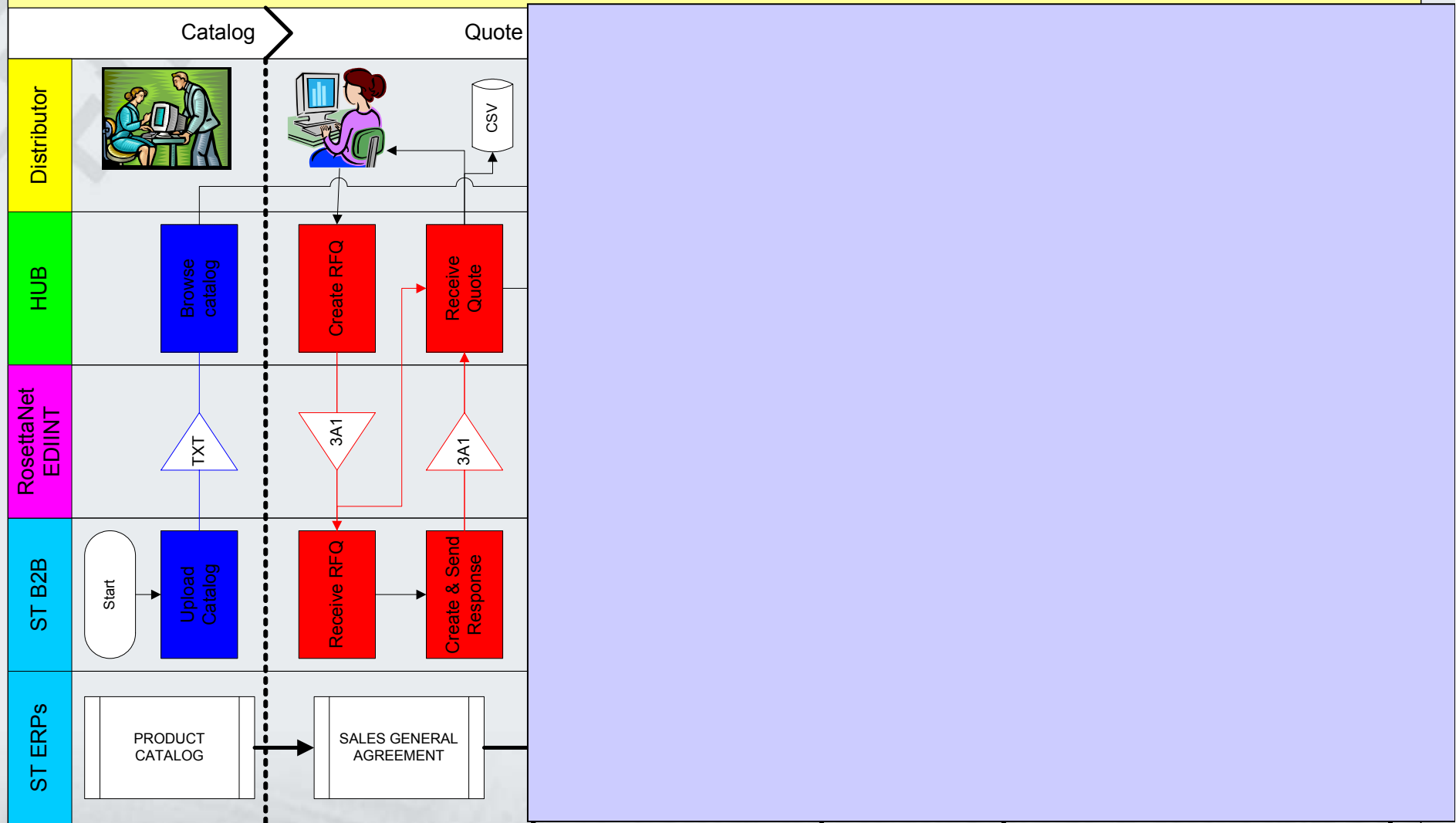
# Business Collaboration Hub



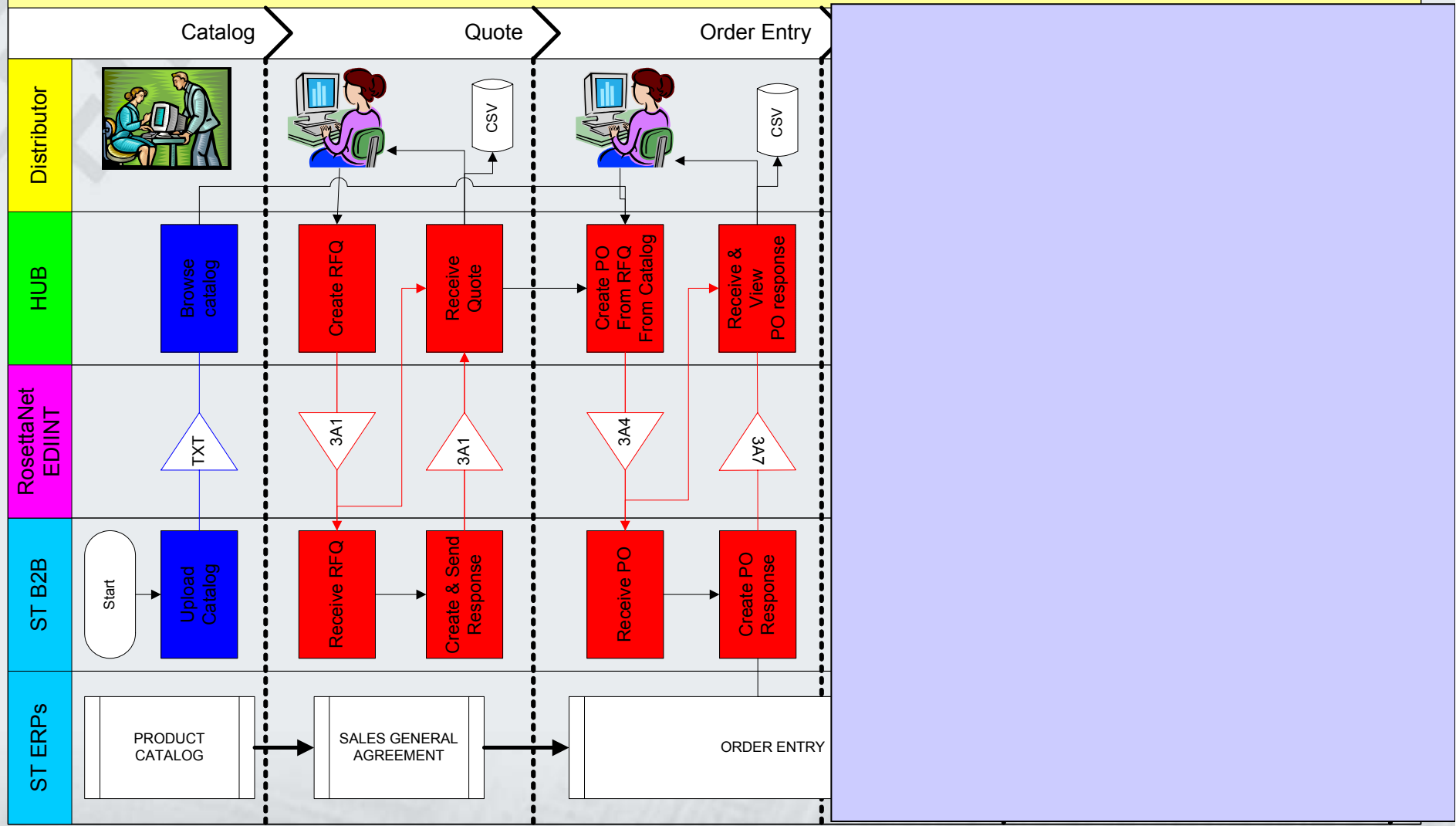
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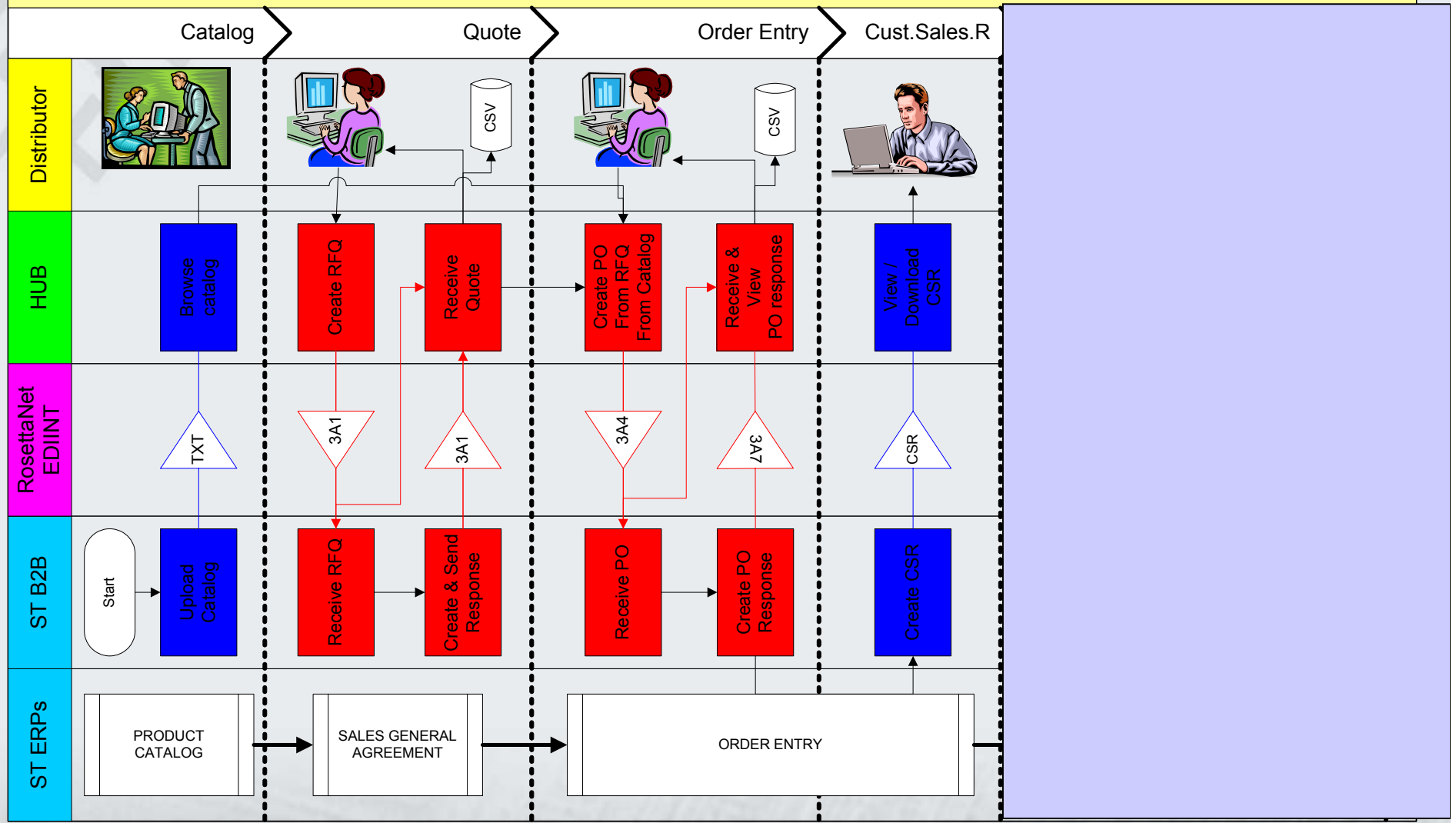


RN

AS2



# RosettaNet HUB for Japanese Distributors

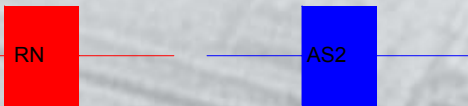
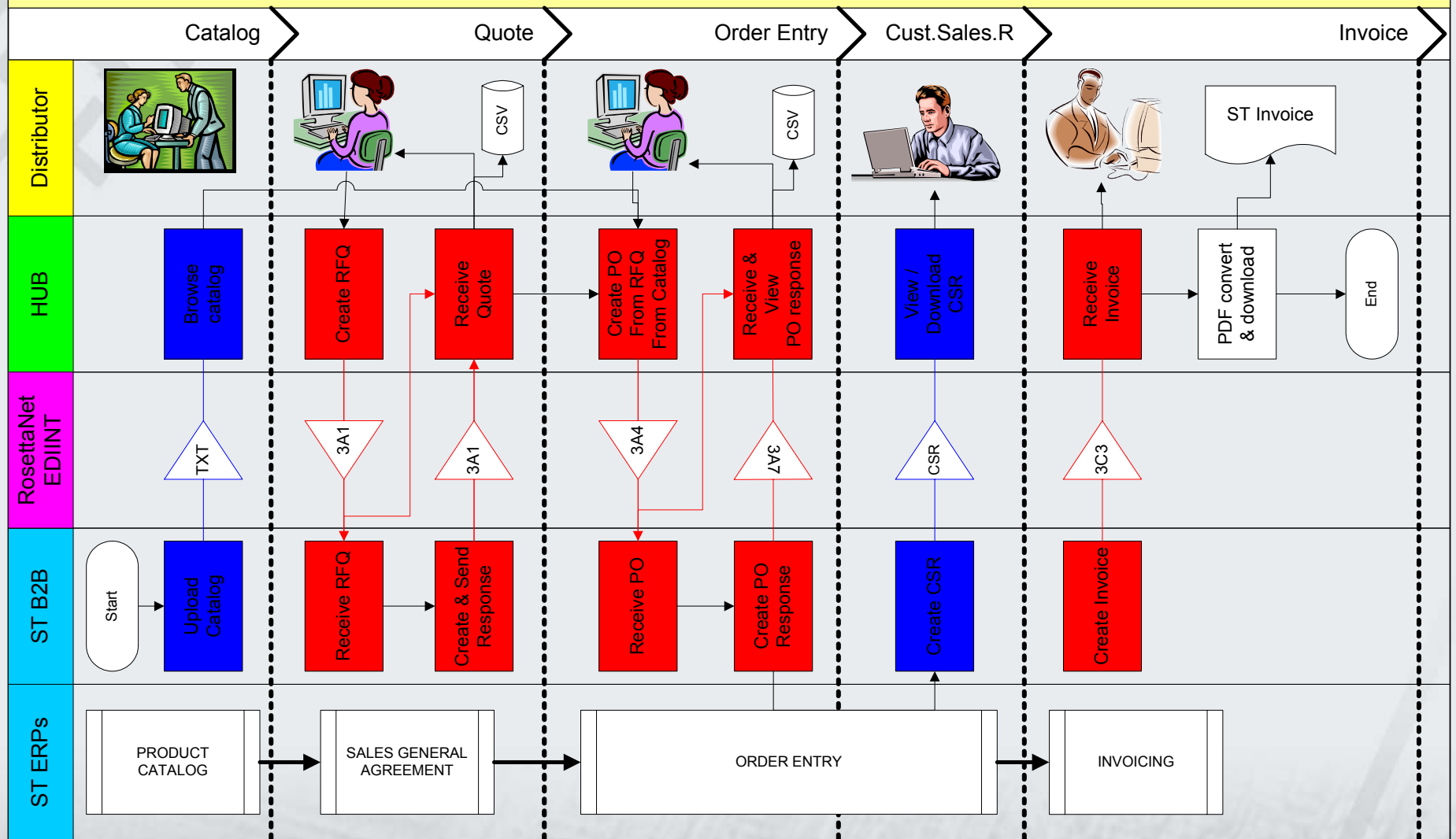


RN

AS2



# RosettaNet HUB for Japanese Distributors



# Benefits of this solution

- In line with ST initiative of adopting latest standards & technology
- Language independent: English or Japanese pages
- No HW & SW investment at ST, nor for Distributors
- The HUB is seen as a unique Trading Partners for RNIF connectivity, and multiple customers may connect thru a 1 time RosettaNet Implementation project (no point to point connectivity) → Rapid growth of automation & Trading network.
- The HUB enables data storing, data can be use later. Data can be downloaded & printed (PDF)
- Distributors doesn't need to know RN, buy certificates, and may reuse some of their connectivity channels: File posting, ftp, ...



# Benefits of this solution

- Easy to bring new Partner: Deployment & training in 1 day max effort
- Cost control:
  - Fixed monthly fee for Distributors independent of business volume
  - One time implementation cost for ST



# Trading Partner deployment Status

- 15 Japanese & A/P distributors deployed
- 10.000+ PIP's executions per month
  - 3A1 Quotation request & Quote response
  - 3A4 Purchase Order request
  - 3A7 Purchase Order update
  - 3C3 Invoice
- Under evaluation
  - 3A8 Order Change



# Lesson learned & best practices

- Customer service center 24/7 is important
- Using an external HUB remove at ST all security concerns of a typical extranet:
  - Secured infrastructure
  - Access control
  - ...
- Hub can be anywhere in the world, internet providing a cheap network access versus a long distance private network
- Local ST IT is needed for commercial & technical direct support during the project. They drive the deployment of Trading Partners.



- Any questions ?
- Thank you for your attention
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