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— JERRY SILVA,
INTEGRATION SERVICES
MANAGER AT BD



Helping all people
live healthy lives

BD Improves Health of its Supply Chain with Global B2B Integration

BD Develops Deeper Relationships and Streamlines Business Transactions with GXS Integration Solutions

Corporate Profile

Top Medical Technology Company

BD (Becton, Dickinson and Company) is a global medical technology company providing a wide range of medical supplies, devices and laboratory equipment to help diagnose and treat patients, protect healthcare workers, and provide tools for medical research. It serves healthcare institutions, life science researchers, clinical laboratories, industry and the general public.

With a strong base of proprietary technology, BD holds leading worldwide market positions in hypodermic needles and syringes, infusion therapy and pre-fillable systems, and is an important supplier of surgical products and kits for regional anesthesia. In addition, the company has an extensive line of ophthalmology, critical-care, medication management, bioscience products, diagnostic instrumentation and sharps disposal products. BD is the world leader in evacuated blood collection systems and diabetes injection systems; its Consumer Healthcare group also markets an extensive line of home healthcare and sports/fitness products including the Ace, Bauer & Black, and Tru-Fit product brands.

The 105-year old company has annual revenues of US \$3.8 billion and focuses strategically on achieving growth in three worldwide business segments—BD Medical Systems, BD Biosciences and BD Clinical Laboratory Solutions. Headquartered in New Jersey, BD employs approximately 25,000 people worldwide in over 212 locations in more than 40 countries.

The Business Challenge

Achieving Seamless Global Business Transactions

BD has a long history of conducting business with its trading partners using electronic commerce, and had reached a stage where a significant amount of transactions were being performed using traditional EDI. Throughout BD's divisions and regions, however, there was a varied and disparate mix of IT capabilities. Like scores of other traditional manufacturing and distribution companies, BD was faced with the task of ensuring it could communicate effectively throughout the entire supply and demand chain.

“GXS brought their knowledge of the product and their implementation experience to the equation. GXS was driving their resources by bringing the right people to the right tasks at the right time.” says Silva.

As part of BD’s recent SAP/R3 Enterprise Resources Planning (ERP) implementation project named the Genesis Program, the company needed to enter the world of integration equipped with powerful technologies to continue developing its trading relationships.

According to BD Integration Services Manager Jerry Silva, who spearheaded the EAI area of the Genesis Program, the company had clear and ambitious goals: “The Genesis Program goal was to provide one system with the tools and services that would enable BD to globally establish integration capabilities across all business and functional areas. This framework would serve as a foundation technology to support our strategies for building integrated business processes with trading partners, ultimately enabling an inter-enterprise integration.”

The company began by drafting a specific set of requirements that it was seeking as components of its solution. An implementation team was formed consisting of both business and IT professionals from within BD as well as external SAP consultants and industry analysts. The implementation team recognized several critical success factors that would make or break BD’s efforts:

- Tight integration of EDI with SAP R/3 application modules
- An interface that would be largely transparent to existing trading partners
- The capability to support and manage diverse business requirements in regional markets
- Effective interface with both SAP R/3 and legacy applications
- Advanced communications capabilities
- An organizational structure to support deployment, training and administration
- Cost effectiveness

The team began an aggressive search for a solution provider that could meet these goals. The company knew that it was imperative the provider would be able to migrate all their network components toward a single global solution with SAP R/3 on a UNIX platform.

The Solution

Complete Integration for Applications and Trading Partners

BD selected GXS (Global eXchange Services) as its integration solution provider, specifically GXS’s Enterprise System™ and its patented data transformation component, Application Integrator™. Enterprise System and Application Integrator are two of the leading solutions within GXS’s Integration Solutions portfolio, a suite of software and services specifically engineered to meet the challenges faced by scores of companies just like BD.

According to Silva, “GXS was selected based on its reputation for internetworking companies with their business partners through the power of electronic commerce.” Silva was also impressed by the fact that GXS manages one of the world’s largest electronic community of over 100,000 trading partners and that the company has an established global presence, with regional support locations across the globe.

How did GXS’s Enterprise System and Application Integrator solutions help make BD’s Genesis Program a success?



Silva knew that any successful electronic commerce consolidation program depends upon solid planning and execution. BD thoroughly understood that the three-month timeline for converting their existing EDI process was an aggressive schedule, so they committed the resources needed and budgeted for the knowledge transfer that would be essential to their success.

BD's wise planning paid off. Their clear understanding of the goal and their commitment to planning and execution provided the path for GXS's implementation of its Enterprise System and Application Integrator solutions to establish a uniform networking platform that linked to both BD's legacy systems and their SAP ERP systems.

The Results

Clean, Transparent and Efficient Business Communications

In choosing GXS's Enterprise System and Application Integrator as its integration solutions, BD selected tools that provided the key advantage they had been seeking—transparency. “We knew that we couldn't achieve our goals by cutting corners,” says Silva, “We wanted total transparency to our customers.”

An unplanned benefit achieved during migration to Enterprise System and Application Integrator was a consolidation of BD's transaction maps from more than 350 to 170. According to Silva, a reduction of this magnitude “never would have been accomplished on our existing platform.”

GXS's Enterprise System and Application Integrator solutions achieved other specific results:

- Design of new processes and system data flows to enable support of existing business applications and SAP's suite of application platforms
- Building and testing of 170 maps over a 90-day period
- Increased integrity and quality of transactions with improved standards compliance controls
- Creation of documentation for change control, security and operations procedures
- Creation and execution of a seven-week training plan for the BD mapping group, including on site classes, mentoring and preparation of the production environment for launch.

“The team was able to execute a lead implementation approach, getting the new integration platform established and working with the existing legacy applications ahead of the SAP implementation schedule. This enabled us to support the SAP rollout of each site while making the switch to SAP R/3 virtually transparent to our trading partner,” says Silva.

While the result of BD's effort may not be glamorous, doing it right yields significant, although often hidden, benefits. Silva points out surprise benefits of employing Application Integrator (see sidebar).

“With GXS’s Application Integrator tool in place, a transaction now represents just a modification to an existing map, not the creation of a whole new map. Application Integrator gives us the flexibility and ability to make a modification that will support a new customer’s request without disrupting all the existing customers on that map.”

With Application Integrator’s powerful any-to-any mapping capabilities, BD was also able to integrate its Manufacturing Execution Systems (MES), external Warehouse Management Systems (WMS) and other local site applications with SAP R/3. “Now we are just beginning to realize the return on our investment by putting this solution to work as a real integration broker,” says Silva.

BD’s success with Enterprise System and Application Integrator in the Genesis Program has made the company a firm believer in the value of GXS solutions. BD is currently planning even greater use of Enterprise System throughout its worldwide operations.

BD’s commitment to planning and execution as well as GXS’s proven integration solutions proved to be the perfect remedy for one medical device manufacturer’s integration challenges.

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About GXS

GXS (Global eXchange Services) is a leading provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration. Organizations worldwide, including over half of the Fortune 500, leverage GXS' global interoperability and supply chain execution solutions to achieve the perfect balance of supply and demand. Active in the global standards arena, GXS solutions, powered by the Trading Grid™, enable customers both large and small, to connect with global partners, synchronize product information and optimize the execution of supply chains. Headquartered in Gaithersburg, MD., GXS provides sales and support to businesses and their partners worldwide. For more information about GXS visit www.gxs.com.