Using Excel to Simplify Business

Network Enablement:

*Leveraging the EIDX Excel Workgroup Results to automate with SMB partners*

Bryan Larkin
Industry Marketing
GXS
June 5, 2012
Getting Started
Overview

- OAG as a basis for B2B
- The business challenge of SMB
- Impact of SMB during the last 10 years
- The benefits of maturity
- Trading Grid for Excel®
What keeps you up at night?
Standards Complexity

OEM Supply and Demand Scenario

Reseller
Small Retailer
Distributor
Large Retailer
Automotive

Demand Chain

OEM

Supply Chain

Raw Materials
Design House
EMS/ODM
Logistics
Financial

ANSI
E-Mail
RosettaNet
EDI INT
VDA

CIDX
XML
OAGi
SAP IDoc
Swift
Historically B2B E-Commerce was limited to a few dominant standards in the “Short Head”.

The Internet and XML have resulted in a proliferation of standards for industry sub-segments for specialized business processes.

**The Short Head**
- ANSI X12 EDI
- EDIFACT
- Tradacoms
- SWIFT FIN
- Office XML
- cXML
- SAP IDOC
- OAG XML
- RosettaNet
- PIDX
- CIDX
- eBXML

**The Long Tail**
- GDSN XML
- Odette/VDA
- KEDIFACT
- STAR
- RAPID
- PCATS
- Green Coffee XML
- GUSI
- papiNet
- SPEC2000
- ISO 20022 XML
- MPXML
- PIES
Value Chain Dynamics

Outsourcing across the value chain

Assembly & Testing
Amkor, ASAT, ASE

Foundries
TSMC, UMC, Chartered, Tower

Raw Materials
Silicon, Plastics, Components

Semiconductor
Intel, AMD, TI, Samsung, Toshiba, ST Micro, Renasas, Qimonda, NXP, Freescale, NEC, Micron

Fabless Semi
Avago, Nvidia, SanDisk, Qualcomm, Broadcom, LSI Logic, Xilinx, Marvell, National Semi

Contract Manufacturers (CM, EMS, ODM)
Hon Hai, Flextronics, Sanmina-SCI, Selectron, Celestica, Jabil, Inventec, BenQ, Elcoteq, Wistron

Design Firms
Teleca, Cellon, Simcom

OEM
Dell, HP, Lenovo, Huawei, Cisco, Samsung, Nokia, Motorola, SonyEricsson

Distributors
Avnet, Arrow, Future Electronics, Bell Micro, TTI

Retailers
Best Buy, Circuit City, Dixons Group, Wal-Mart, Target

Resellers
Ingram Micro, Tech Data

Inventory
Information
Typical Trading Partner Adoption Dynamics

Large TPs ramp quickly, but SMBs & less sophisticated partners are challenging

- Large & Sophisticated Trading Partners
- Small, mid-sized and unsophisticated trading partners
- Unrealized Costs Savings
- Typical Hub B2B Ramp

Most Are Not ramped

Diagram showing the adoption dynamics of trading partners over time, indicating a threshold below which many trading partners do not ramp up.

Program Timeline:
- 100%
- 80%
- 60%
- 40%
- 20%

Trading Partner Participation:
- Small, mid-sized and unsophisticated trading partners
- Large & Sophisticated Trading Partners
- Unrealized Costs Savings

Diagram highlights the challenges faced by SMBs and less sophisticated partners.
How Some Solve the Trading Partner “Gap”

Manual portals spread from SMB to machine2machine partners

- Small, mid-sized, and unsophisticated trading partners
- Large & sophisticated trading partners
- Unrealized Costs Savings
- Stalled Threshold

Typical Hub B2B Ramp
Most Are Not ramped

Program Timeline
Trading Partner Participation

20%
40%
60%
80%
100%
What is Most Important in 2009?

Agility

Execution

Execution
Increased maturity means increased benefits

- Reduced costs
- Increased revenue
- Improved cost to serve
- Happier customers

Defining Maturity

- More trading partners
- More message types
- Greater accuracy
Supply Chain Impact of B2B
Optimal B2B Maturity Curve

- Lower Data Entry Costs
- Lower Postal Costs
- More Errors

E-Invoicing
Order Lifecycle Visibility
Supply Chain Finance
Logistics Visibility
Transaction Quality Validation

Higher Order Initiatives

4th Tier
3rd Tier
2nd Tier
Top Tier

PO, Forecast
ASN,
Invoice
Inventory Feeds
Remittance Advice
Carrier Integration
Product Data Quality

# of Transaction Types

# of TPs
Typical Trading Partner Adoption Dynamics

Large TPs ramp quickly, but SMBs & less sophisticated partners are challenging.
Traditional Spreadsheet Automation with E-Mail
*Inefficient, Error-Prone, Labor Intensive, not secure*

**Email + Re-keying**
- Trading Partner sends Excel spreadsheet via e-mail.
- You re-key into back-office application

**Template + E-Mail + Integration**
- You provide Excel spreadsheet template; Trading Partner sends spreadsheet via e-mail.
- You download and forward template for automated processing

**Re-Keying slows the process and introduces errors**

**Trading Partners change templates, introducing errors. Templates hard to maintain, require redistribution**
GXS Trading Grid for Excel
GXS Trading Grid for Excel

*B2B Service Solution for EXCEL-Based Trading Partners*

---

**Creation of Documents within EXCEL 2007**

- Customized Excel Templates
- Built-in Validation Rules
- Click to login to GXS Trading Grid and Send

**Centralized B2B Dashboard on Trading Grid Online**

- Intelligent document search by trading partner, date, order
- On-demand customer support
- Real-time alerts and notifications

**Personalized Experience**

- Register online in minutes
- No paper contracts
- Flexible payment options
- Multiple user roles and privileges
- Multi-lingual capabilities
- Configurable User interface

---

Leveraging one of the most widely-used applications to ramp your trading partner community.
Using Excel to Enable Business Communities

Slide 20

June 5, 2012

**GXS Trading Grid for Excel**

**Process Flow**

**EXCEL-Based Supplier or Customer**

1. Logs in to GXS Trading Grid
2. Creates Invoice or Purchase Order using customized template
3. Sends Invoice or Purchase Order

**GXS Trading Grid**

4. Translates from Excel format to trading partner format
5. Forwards Invoice or Purchase Order

**Trading Partner System**

5. Receives Invoice or Purchase Order directly into system

**Accounting/ERP System**

5. Receives Invoice or Purchase Order directly into system
Using Excel to Enable Business Communities

GXS Trading Grid® for Excel

How it Works

1. Client creates a new document in Excel using an Excel template that Excel retrieves from GXS Trading Grid® & clicks “Send”

2. Document is validated for correctness and completeness, translated into OAG format and sent via web services to GXS

3. OAG Document is received by GXS-SMG, and sent for translation to GXS Trading Grid® Translation Service

4. GXS TG Translation Service converts from OAG to the partner’s AIF format

5. The translated document is delivered to the partner via TGMS

Excel User

Excel Template

Your System

Excel Doc

OAG Doc

Validate Document

Translate into OAG format

Send to GXS via Web Services

Trading Grid for Excel Template Repository

GXS Shared Message Gateway (SMG)

GXS Trading Grid® Translation Service

GXS Trading Grid® Messaging Service (TGMS)

EDI
GXS Trading Grid for Excel

Features
Simple Registration and Installation

Simple Registration
- Register online – no paperwork to sign
- Billing through credit card, direct debit, or paper checks

Simple Startup
- Wizard Installation
- New tab on Microsoft Excel 2007 Ribbon Bar – “GXS Trading Grid for Excel”
- Login to download Partner-specific spreadsheet template

Click “Login” to login to GXS Trading Grid for Excel, Register and Download Custom Template

GXS Trading Grid for Excel Tab Added to Microsoft Ribbon Bar
Creating Documents With Customized Spreadsheet Template

1. Select Trading Partner and Document type
2. Complete template - using familiar EXCEL functionality - Built-in business rules ensure clean data
3. Click “Send” to send to Trading Partner
4. Receive Confirmation of Completed Send
Obtaining Support

Self-Help; Online Chat

Support On-Demand
- 24x7
- Phone, email and live chat with routing to Global Help Desk centers
- Multi-lingual, context-sensitive help integrated

Centralized Portal
- Dashboard to provide up-to-the-minute event notifications
- Real-time alerts and notifications
- Single source for all operations functions

Intelligent Search
- Search by trading partner
- Search for Order, Invoice, Ship Notice, Remittance Advice, etc.
- Search by date or status of order

Context-Sensitive Help

Online Assistance

Live Chat Option
Configurable, Personalized Experience

Trading Grid Online Account Manager

Highly Configurable

- Empower multiple users within your business
- Configure user roles and privileges online
- Restrict access to functionality for different user classes

Multi-Lingual Capabilities

- English, Portuguese, Italian, French, German, Japanese, and Simplified Chinese

Personalized Interface

- Configure contents, sequence, and appearance of screen
- Personalize Operations Center and Document Manager