

TradeMatrix Platform Solution

Solution Message:

The TradeMatrix Platform enables companies to Design, Build, Deploy, Run and Monitor marketplaces with maximum security, reliability and scalability, while minimizing costs.

Situation Questions

For your planned solution, don't you need to provide more than simple requisitioning and auctioning?

Are you focused on providing high-value-added services to your users?

Do you have an existing infrastructure or preferences?

What standards does your organization subscribe to (e.g., J2EE, BizTalk)?

Do you manage transactions (order) across multiple entities?

What planned uptime do you expect?

Do you need process-level monitoring across your marketplace?

Why Now?

Strategic implications of delay:

Lost revenues

Lowered market share

Longer time to market

Financial implications of delay:

Lost revenues

Lost potential

Higher IT and administration costs

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Why Do Something?

Pain Points and Opportunities:

- Need to implement a private or public marketplace or our applications
- Need to provide complex services
- Customer retention problems
- Need an open solution to leverage existing applications or flexible, industry-known components
- Transaction pass through multiple entities losing their "identity"
- High IT costs
- High marketplace administration costs

Customer Benefits:

- Faster time to benefit for the Marketplace owners
- Support of the widest range of services enabling marketplace owners to capture more customers and more transactions
- Retain the highest percentage of customers
- Minimize IT and administration costs
- Provide customers with easy access to other markets

Capabilities:

- Integrated, full-service platform
- Proven support for Collaboration as well as other complex and simple processes
- Transaction Backplane provides order lifecycle management
- Full functionality to facilitate marketplace management and administration
- Open plug-and-play solutions supporting many industry standards such as J2EE
- Intelligent M2M Integration

Key Differentiators

- Ace:** Increased customer retention through widest services available
- King:** Open, standards-compliant integration allowing re-use of components and experience
- Queen:** Single point of Marketplace knowledge
- Jack:** Quick time to benefit and to adapt

TradeMatrix Content Solution

Solution Message:

TradeMatrix Content enables accelerated, enhanced business decisions by leveraging comprehensive information on products, materials and suppliers

Situation Questions

Design: How do you identify available components, suppliers and obsolete components?

Buy: How do you assure coordination of purchasing for similar parts over multiple procurements?

Plan: What process do you use to conduct a spend review? How much of your total spend do you include in those reviews?

Sell: How do you personalize catalogs for key customers and different internal purchasing organizations?

Fulfill: How do you identify opportunities for rationalization of inventory and distribution?

Service: How do you identify redundant inventories and maverick purchases across multiple business units?

Why Now?

Strategic implications of delay:

Noncompetitive business processes

Extended product design cycles

Inefficiencies in materials planning, purchasing and distribution systems

Inefficient sourcing capabilities

Financial implications of delay:

Lost sales

Higher design costs

Higher product cost

Late-to-market revenue loss

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Why Do Something?

Pain Points and Opportunities:

Design: Long design cycles and low design re-use ratios

Buy: Inability to demand purchase price concessions and alternative sources

Plan: "Just in case" and maverick purchasing

Sell: Inability to publish internal and external product databases

Fulfill: Excess administrative expense from multiple part numbers and classification systems

Service: Inability to compare sales with fulfillment and service inventories

TradeMatrix Content enables accelerated, enhanced business decisions by leveraging comprehensive information on products, materials and suppliers

Content Customers:

Increase sales

Reduce product design costs and time to market

Reduce inventory levels and costs

Leverage collaborative manufacturing processes

...through Key Content Capabilities:

True comparative content capability

Availability of comprehensive part and supplier information throughout the business process

Standardization and cross-referencing of internal part-numbering schemes and attribute parameters

Enablement of industry-leading content management and search technologies

Key Differentiators

Ace: i2 has the largest, most advanced content management organization in the world with the unique capacity to support customer needs across any industry and product type, leveraging 10 years of experience, more than 800 product engineers and 2500 engineer years.

King: i2 is the only content resource capable of providing the full range of comparative information and the most comprehensive decision support capabilities.

Queen: i2's standardization and deep attribute listings provide a unique ability to compare, analyze and reallocate spend across business systems.

Jack: i2's combination of services and content enables quickest time to deployment.

TradeMatrix Design Solution

Solution Message:

Design Solution enables companies to collaborate across the enterprise and with suppliers to rapidly innovate and develop high-value products, to maximize market share, while reducing costs.

Situation Questions

How to prioritize projects and requirements to maximize value – given limited time and resources?

How to configure and price products to maximize product lifecycle margins?

How to identify and involve suppliers in innovation and early design?

How to drive design and component re-use across multiple product teams and business units?

How to link Design with Procurement processes to execute strategic sourcing opportunities?

How to optimize product designs for needs of Manufacturing, Sourcing and Logistics?

How to manage outsourced design and sourcing throughout the extended supply chain?

Why Now?

Design

Drives ultimate product cost and differentiation

Executes strategic sourcing potential

Determines product margins early on

Significant tangible benefits – examples

IBM: \$500 million product cost savings

Ford: \$1 million per DAY faster time to market

Seagate: 1-month delayed launch = \$100 million

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Why Do Something?

Pain Points and Opportunities:

Many low-margin products, product configurations or features

Too-high product cost, poor part reuse, many duplicated parts

Late supplier involvement, poor quality, too many suppliers

Unreliable project completion, late to market and lost margins

Overloaded design teams with limited productivity growth

Frequent bottlenecks throughout design and test process

Large number of late design changes and poor manufacturing yields

Customer Benefits:

Increased revenue and market share

Increased product margins

Lowered R&D Costs

Capabilities:

Design business management to prioritize project portfolios, product requirements and allocation of shared resources

Component and BOM management integrating Design and Sourcing criteria to optimize designs for overall supply chain

Multi-enterprise design collaboration - to evolve design BOM, schedules, tasks and costs throughout the Design process

Extensive integrated Design to Cost and DfX analysis tools

Why i2? (Key Differentiators)

Ace: *Integrated Design & Sourcing* Linking Strategic Design with Sourcing process to truly impact product cost in early design stage

King: *Design Collaboration* Unique, easy-to-use, multi-enterprise design collaboration – integrated with core i2 Design solutions

Queen: *Design Business Management* Enabling integrated design business process and resource planning to maximize R&D ROI

Jack: *Content* Standardized, comprehensive supplier and part data and analysis tools to support optimal part selection

TradeMatrix Buy Solution

Solution Message:

TradeMatrix Buy Solution will create competitive advantage and increase efficiencies through collaboration with suppliers and visibility of spend across the enterprise.

Situation Questions

How many purchasing organizations do you have? Can you aggregate spend across your entire enterprise?

How do you manage your RFQ process? What issues does this create?

How is your relationship with your suppliers? If it is adversarial, why is it so? (Especially valid in supply-constrained industries, e.g., high tech)

What are some cost-cutting initiatives your purchasing department is undertaking this year?

Can you consolidate indirect procurement across all your divisions to get better prices? Why not?

Why Now?

Strategic Implications:

Disadvantageous cost structure

Impeded migration to leveraged eBusiness models

Financial Implications:

Opportunity to improve margins 2% to 10%

5% margin improvement will lead to 20% improvement in market value

5% to 20% reduction in inventories

Lowered market share

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Buy

Why Do Something?

Pain Points and Opportunities:

- Lack of visibility into enterprise procurement spend
- Lack of decision support for crucial procurement activities
- Difficulty in ensuring contract compliance by employees (maverick buying)
- Significant time spent on negotiation processes
- Inability to coordinate activities across outsourced manufacturing organizations

Customer Benefits:

- Reduced prices for procured material
- Increased customer service
- Reduced raw material inventory levels
- Lowered expediting costs for suppliers

Capabilities:

- Supplier Management
- Commodity Analysis
- Contract Management
- RFQ
- Auction
- Supply Collaboration
- Automated Replenishment
- Employee Requisition Approval
- Order Management

Why i2? (Key Differentiators)

Ace: Unique sourcing capabilities will lead to 3% to 6% cost reduction

King: Collaborative Planning to enable asset reduction and velocity

Queen: Negotiation workflows to improve time-to-market and eliminate paperwork

Jack: Content to leverage spend and improve time to market

TradeMatrix Plan Solution

Solution Message:

i2's Plan Solution enables companies to plan and position their supply chain resources to optimally match customer demands with supply.

Situation Questions

What's the expected impact of the new Internet sales channel?

How will this affect existing channels? Will this change your promotions strategy?

How quickly can you promise to a customer order and how can you ensure you can keep the promise?

Will you and/or your suppliers need to add plant capacity? When?

Will you need to reconfigure your supply chain network to profitably support the increased activity?

Will your suppliers be able to cost-effectively meet the demand with competitive service levels?

How much does it cost to lose a customer to your competition because of poor service?

What was the opportunity cost of writing off or marking down that inventory?

What were the root causes?

How much capital is tied in inventory? How much is it worth to you if I can free up half of that capital?

Why Now?

Strategic impact of delay:

Cannot do e-business without Supply Chain planning

Matter of survival: "If you are not ready to participate in digital trading networks in three years, you will be out of business"

Financial impact of delay:

Missed revenue due to poor customer retention

Missed earnings due to sub-optimal product mix and high inefficiency costs

Missed opportunity due to interest cost of capital tied to inventory

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Why Do Something?

Pain Points and Opportunities:

- Poor customer service
- Frequent stock outs
- Inventory markdowns, write-offs
- Too much capital tied to inventory
- Low asset utilization
- Excessive expediting
- High operating costs
- Depressed profits through poor product mix

What Problems Are Solved?

- Lost revenue due to stock outs
- Lost customers due to poor service
- High, unnecessary inventory
- Inventory markdowns, write-offs
- Constant expediting, firefighting

Customer Benefits:

- Retain and attract business through differentiated service
- Improve efficiency and profitability
- Reduce inventory in the extended supply chain
- Increase throughput
- Improve asset utilizations
- Lower cost of direct procurement

Capabilities:

- Optimization of supply capabilities for profitability and customer service
- Visibility into the extended supply chain
- Rapid planning and replanning and fast "what if" scenario analysis
- Intelligent supply and demand collaboration
- Industry-specific "best practice" solution templates

Why i2? (Key Differentiators)

- Ace:** Breadth and depth of solutions, implemented in a wide variety of industries
- King:** More than 650 customers worldwide have generated US\$7.6 billion documented value
- Queen:** Undisputed leader in terms of supply chain vision and ability to execute

TradeMatrix Sell Solution

Solution Message:

TradeMatrix Sell Solution powers profitable revenue generation through personalized, multi-channel selling.

Situation Questions

- Which sales channels do you currently employ?
- What is your most effective sales channel? Why?
- How are you maximizing revenues from existing sales channels?
- How are you identifying and enabling new sales channels?
- How do you maximize the revenue from each customer interaction?
- How do you ensure accurate order promising/fulfillment from multi-enterprise offerings?
- How are you streamlining order-to-cash operating costs?
- How are you creating personalized marketing campaigns to penetrate target markets?
- How do you provide a single view of your customer to your enterprise?

Why Now?

Strategic implications:

- Loss of revenues
- Loss of market share
- Compromised customer relationships
- Lack of profitable Internet strategy
- Inadequate support for new business model

Financial implications of delay:

- Negative Wall Street perception
- Loss of revenue
- High Cost of Sale/Cost of Goods Sold

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Sell

Why Do Something?

What Problems Are Solved?

- I can't enable news sales channels without channel conflict or channel cannibalization
- I don't know enough about my customer to maximize the revenue from each customer interaction
- My marketing campaigns are broad-brushed and unmeasurable
- I can't anticipate and react to product demand
- I can't fulfill to my promise
- My customers are buying wares within the same parent company from multiple reps
- My customer service is unacceptable
- I can't provide personalized pricing to my suppliers or customers
- I can't implement a build-to-order or configure-to-order business model

Customer Benefits:

- Maximize Revenues
- Increase Market Share
- Reduce Cost-of-Sale
- Optimize Customer Satisfaction

Capabilities:

- Targeting the right customers with personalized product offerings
- Facilitating all elements of commerce transactions
- Promising and fulfilling multi-enterprise product offerings
- Ensuring lifetime customer satisfaction

Why i2? (Key Differentiators)

- Ace:** Leverage single sell-side marketplace to power multiple sales channels
- King:** Personalize product/service offerings based on customer needs and enterprise objectives
- Queen:** Accurately promise and fulfill offerings from multi-enterprise suppliers
- Jack:** Configure offerings based on multi-enterprise availability (Configure-to-Availability)

TradeMatrix Fulfill Solution

Solution Message:

TradeMatrix Fulfill Solution enables companies to offer and deliver products in a way that ensures customer satisfaction and increased profits.

Situation Questions

What are the strategic objectives of your business? How would you prioritize them?

How is the business achieving these objectives? What are the major challenges in achieving this vision/these objectives?

What are the key elements of your growth strategy? Geographies? Services? New customers? Share of existing customers?

How do you measure performance? Financial KPIs? Operational KPIs?

What percentage of online orders are late? Never fulfilled? Returned?

What areas of customer service could be improved? Would this potentially bring you new business?

Is customer service measured? If so, how? Internally?

Do you quote time-definite deliveries to customers during order entry? If not, what prevents you from doing so?

How are orders received (phone, mail, order form, EDI, ERP)? Does the Web site support order taking?

Why Now?

Strategic implication of delay:

Loss of market share and customer satisfaction

Financial implications of delay:

Immediately improve delivery 5-10%

Reduce inventory 5-20%

Alleviate loss of fulfillment problems:

Orders not fulfilled – 16%

Orders delivered late – 24%

Orders returned – 10-40%

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Why Do Something?

Pain Points and Opportunities:

Limited Ability to . . .

- Evaluate all supply chain constraints in real time
- Make reliable and quick customer promises
- Source multiple items from disparate suppliers and deliver as one order
- Provide end-to-end real-time status visibility and exception management
- Manage demand variability and supply availability

Capabilities:

- Capture and promise an order based on real-time evaluation of financial, sourcing, manufacturing and logistics constraints
- Broker and manage an order across multiple trading partners
- Source multiple order items from disparate warehouses, manufacturers or suppliers
- Pick, pack and ship the final products
- Monitor and report across the entire fulfillment network
- Balance customer satisfaction and enterprise profitability at the time

Customer Benefits:

- Increased revenue
- Maximized profitability
- Improved customer service and expanded market share

Why i2? (Key Differentiators)

Ace: *i2's comprehensive solution supports:*

- Optimal positioning of the supply chain to meet forecasted demand
- Intelligent promising and order capture
- Seamless execution and delivery
- Monitoring of the entire fulfillment cycle

King: i2 synchronizes and optimizes business processes across trading partners

Queen: i2's integrated planning and execution support enables accurate decision-making

TradeMatrix Service Solution

Solution Message:

Service simultaneously increases uptime, customer satisfaction and revenue while minimizing investments in service resources: parts, people, budgets, repair facilities, stock locations and physical space

Situation Questions

How well are you balancing customer service and satisfaction goals against service investments and expenses?

Do you know where your parts are across your supply network (including repair locations)?

When equipment usage patterns change, do you know what the impact is for your service parts?

How hard is it to locate and secure the parts you need?

Are you losing money in penalties for missing contractual service response times?

Can you confidently give your customers a narrow service call promise window?

Why Now?

Strategic:

Reduces customer loyalty

Limits market penetration

Increases survival pressure from new, more efficient entrants

Financial:

Reduces revenue due to customer erosion

Increases costs related to parts, people and facilities

Increases service-level maintenance costs due to excessive expediting

Decreases production due to extended equipment downtime

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Why Do Something?

Pain Points and Opportunities:

Customer dissatisfaction
Extended plant and equipment downtime
Missed revenue and earnings due to lack of availability of critical resources
Low return on service and maintenance assets
High cost of service parts
Inability to meet customer field service calls

What Problems Are Solved?

Excess service budget
High levels of service parts inventories
Production asset downtime
Low utilization of service technicians & equipment
Delays, high effort and excessive price when procuring parts

Customer Benefits:

Tailor budget to desired service levels
Reduce inventory cost
Reduce parts purchasing costs
Improve equipment availability
Increase revenues
Increase customer satisfaction

Capabilities:

Budget optimization tool for budget/service level tradeoffs
Strategic and tactical planning tools for positioning of service parts
Criticality Matrix™
Service scheduling optimization
Parts storage optimization
Service parts catalog searches and supplier comparison
Supplier collaboration via Internet

Why i2? (Key Differentiators)

- Ace:** Leverages the Internet to provide an end-to-end customer- and equipment-centric solution across multi-enterprise service networks
- King:** Optimizes investments in assets
- Queen:** Provides real-time scheduling of parts, people and facilities considering a full range of constraints to achieve service levels and uptime
- Jack:** Accurately represents the key characteristics of spare parts supply