

webMethods & Motorola

On-time Customer Order Shipments with webMethods BAM



Motorola is a Fortune 100 global communications leader that provides seamless mobility products and solutions across broadband, embedded systems and wireless networks. In your home, auto, workplace and all spaces in between, seamless mobility means you can reach the people, things and information you need, anywhere, anytime. Seamless mobility harnesses the power of technology convergence and enables smarter, faster, cost-effective and flexible communication. Motorola had sales of US \$31.3 billion in 2004. Motorola is widely recognized for innovative use of technology to manage its complex international supply chain, sales and manufacturing operations.

INTEGRATED VIEW OF THE ENTERPRISE - POWERED BY WEBMETHODS

Three years ago, Motorola decided to standardize on webMethods as its global integration backbone to connect all of its major business applications and

trading partners. To date, Motorola has integrated dozens of core enterprise applications legacy systems, purchasing and credit card authorization systems, data marts, and various Web-based electronic commerce applications and has also created direct connections to many of its customers and suppliers.

REFINING THE ORDER PROCESS

The Mobile Devices business (MDb) at Motorola designs, manufactures, sells and services wireless subscriber and server equipment to a large customer base. To enhance customer service and satisfaction, the MDb wanted to further leverage webMethods to refine its order entry to order booking process to ensure a high percentage on-time order fulfillment: 95% or higher for all orders.

“At Motorola, we want to be seamless on the inside and the outside. webMethods helped us get there faster by ensuring complete visibility throughout the

“Fulfilling customer orders on-time and maintaining customer satisfaction are extremely high priorities for Motorola. Through real-time alerts that allow us to identify and resolve errors in any step of our order-to-cash cycle, webMethods Optimize has been instrumental in improving on-time order fulfillment. We now have enhanced visibility and control into the business process making our business process more agile and giving our business owners the ability to make better and faster decisions.”

- Ron Wind, Order to Cash Center of Excellence Lead for Motorola Supply Chain

order process in order to meet and exceed the needs of our customers on a timely basis,” said Charles Soto Sr. Director, Enterprise, eBusiness and Integration Solutions at Motorola.

BAM! GETTING THERE FASTER!

Motorola chose the market leading Business Activity Monitoring (BAM) solution from webMethods - a key capability of webMethods Fabric- to gain visibility and control over its order entry-to-order booking process. A vital element of the BAM solution is webMethods Optimize, which provides real-time monitoring and alerts, and insight into critical business processes and operations.

“We consider webMethods as a leader in the integration space and have been continually impressed by their product vision and direction,” said Mike Danley, Sr. Manager, eBusiness and Integration Solutions at Motorola. “We had already seen significant benefits from the core integration solution and were extremely excited about webMethods Optimize because it had all the functionality to meet our requirements while leveraging and extending the value of our integration efforts.”

By using integration points to gain unique access to the health and status of the order process, webMethods Optimize is helping Motorola to effectively monitor transactions flowing through the order process - from receipt of orders until orders are booked - in real time. When webMethods Optimize detects an anomaly in the order process, real-time

alerts are automatically sent to the appropriate personnel so that immediate action can be taken either to resolve the anomaly or move the order forward.

WEBMETHODS OPTIMIZE SOLUTION HIGHLIGHTS AT MOTOROLA

- Delivering automated, exception-based alerts and analysis.
- Notifying managers of order anomalies at any level or step in the process, in real-time
- Identifying potential issues proactively vs. reactively, delivering continuous process improvements for optimal performance
- Accelerating issue resolution by isolating relevant data points and establishing their correlation to the issue
- Enabling managers to analyze, visualize and prioritize process anomalies, allowing them to deal with the most critical issues first

RESULTS – INCREASED BUSINESS PROCESS PRODUCTIVITY

Shortly after implementing webMethods Optimize, Motorola saw dramatic improvements in streamlining the order process in a very short span of time. According to key business users within Motorola, issue identification now takes place in mere minutes, on-time order fulfillment reached the upper ninetieth percentile, and timely discovery and resolution of product irregularities have significantly reduced the

total number of delinquent orders. Additionally, real-time information on order volume is now available and has enabled better planning and provided upstream visibility for increased efficiency for the materials management team.

Manual monitoring activities and other non-value added tasks are now significantly reduced. Instead Motorola staff can focus on more value-added tasks such as enhancing and creating new capabilities, improving processes and inventory management.

Most importantly, Motorola has seen a considerable reduction in problems reported and escalated by customers – a significant measure of customer satisfaction, and a leading metric by which the business is measured.

Motorola’s Success Highlights

- **85% reduction in problem discovery and resolution time- from days to hours**
- **75% reduction in the number of problem orders**
- **15% increase in number of orders fulfilled online versus through call center**
- **38% increase in business process productivity for the planning team**
- **Results achieved in just 9 weeks**