

Cnetric Enterprise Solutions

Manufacturing Industry

Integration Services & Solutions





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1. Corporate Overview

Cnetric Enterprise Solutions is a global systems integrator with an experienced and specialized team of enterprise architects and consultants focused on enterprise application development, integration and e-business solutions. Our portfolio of service offerings comes from a strong partnership with IBM and affiliation to WebSphere technologies. With a focus on providing end-to-end enterprise solutions we have developed onsite and offshore implementation capabilities in Business Portals, Business Integration, Business Application Development & Implementation and Product Development & Maintenance.

Cnetric has a strong heritage in providing Industry Vertical Solutions in domains such as Telecom, Financial Services, Manufacturing (Hi-Tech and Process) and Retail and Distribution. The senior executives at Cnetric have several years of Industry experience working with small, medium and large enterprises and a long heritage with CrossWorlds and IBM.

2. Manufacturing Industry Challenges

The manufacturing industry today faces a wide variety of challenges. Manufacturing companies around the world are attempting to improve profitability while at the same time reducing business and manufacturing process complexity, and attempting to gain a better business insight in order to stay on top of the industry. Manufacturers need to respond to business events in real-time, make and deliver products in response to customer demand and outsource a wide variety of functions. These areas force businesses to create and pursue a real-time, value chain vision. Addressing this is made more difficult because of the many challenges facing manufacturing companies today such as:

Poor connection with customers and business partners

- Lack of customer loyalty to any single manufacturing brand. Often purchase decisions are based on price or discounts.
- Increasing complexity of supply chain requires added management focus and attention.
- Trend towards outsourcing requires increased and more efficient communication.
- Manufacturing locations are difficult for suppliers and/or customers to find.

Inefficient Operations, both internal and external

- Too many disparate and legacy systems that are not integrated.
- Lack of visibility into supply chain deliveries status.





- Time lag between the reconciliation of manufacturing inventory received with inventory ordered.
- Inefficiency of sales professionals due to poor visibility into customer locations.

Low Business Insight

- Difficulty in management, analysis and viewing of key business trends and insights.
- Inability to map demographic data against key customer attributes renders sales and marketing campaigns ineffective.
- Little or no supply chain insights and analysis.

3. Manufacturing Industry Integration Needs

Manufacturing companies now require best-of-breed solutions that link mission critical systems in order to achieve greater efficiency and to reduce costs. Industry integration solutions that allow rapid increases in operational efficiency without creating disruptions to the critical operations give these companies the greatest chance of success in penetrating the market.

The ability to anticipate and adapt to customer demand, accelerate the supply chain, increase the speed to innovation and maximizing operational efficiency while maintaining a customer-centric view are key business integration priorities. Improving product performance (by integrating data from multiple sources as well as monitoring data in real-time) is a key goal for business integration in the manufacturing environment. The manufacturing firms also need to establish a robust compliance framework by pulling data from many disparate sources, guaranteeing its reliability, and ensuring that frontline managers, executives, and other users have real-time access to integrated information about potential compliance issues through dashboards and triggers.

4. Business Integration Challenges

The challenge of business integration is to provide an automatic solution that links all participants and assets of an enterprise in order to provide end-to-end service. In this context, a participant can be an application, a unit of business information, a user, a business partner, or a business supplier. This requires complex middleware solutions that provide a business process centric approach to integration across all of the participant types. It also requires competent professionals that have the functional and technical knowledge and expertise in this area to deliver these solutions on time and within budget to realize the ROI benefits.

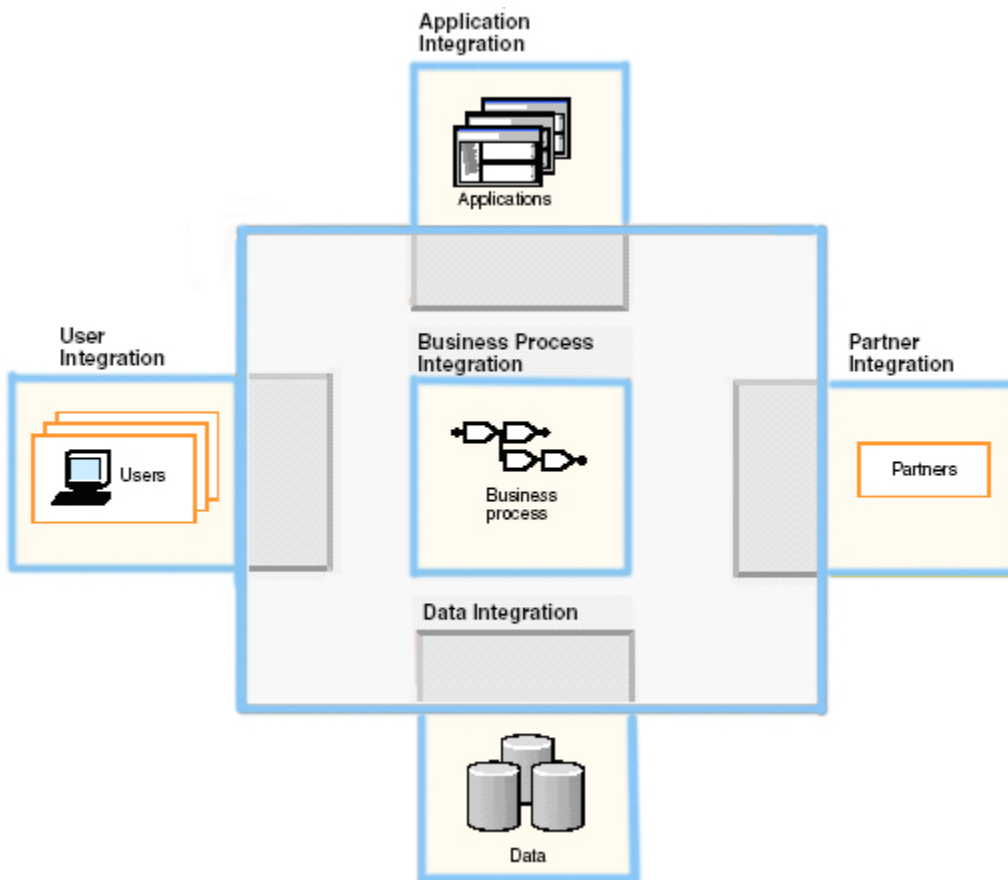




5. Cnetric Value Proposition

Business Integration and e-Business projects are often where companies are backing business outcomes on promised results. With the combined domain and technical expertise of Cnetric we can deliver the expected outcomes within specified timeframes at competitive implementation costs. That's what being a specialist company means, and that's what we stand by.

Cnetric can address business integration requirements across the enterprise including Application Integration, User or Portal Integration, Trading Partner Integration and Data Integration as shown below.



Cnetric currently provides solutions leveraging onsite consulting and offshore development capabilities in the following IBM technologies:

- WebSphere Application Server





- WebSphere Commerce Suite
- WebSphere Portal Server
- WebSphere Business Integration including,
 - WebSphere Process Server
 - WBI InterChange Server (ICS)
 - WBI Modeler/Monitor
 - WBI Message Broker
 - WBI Partner Gateway
 - WebSphere Product Centre
 - WebSphere Customer Centre

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Cnetric offers a flexible deployment model for the onsite and offshore consultants on a T&M or fixed bid basis to support implementations from the start of the project, designated phases or mid-stream including,

- Full Life Cycle Project Implementation
- Solution Scope & Architecture
- Implementation Support
- Post-Implementation Support
- Product & Custom Application Development
- Onsite Mentoring & Training
- Value Added Solutions

Cnetric consultants have domain expertise in Industry Verticals such as Manufacturing, Retail and Distribution, and Financial Services besides Telecom with implementation expertise in:

- CRM, ERP & SCM Integration
- CRM, ERP, SCM Migration projects
- Legacy System Integration
- SWIFT and FIX Integration
- UCCNet Item Sync Integration/Enablement
- RosettaNet Integration
- Custom Portal/Application Development



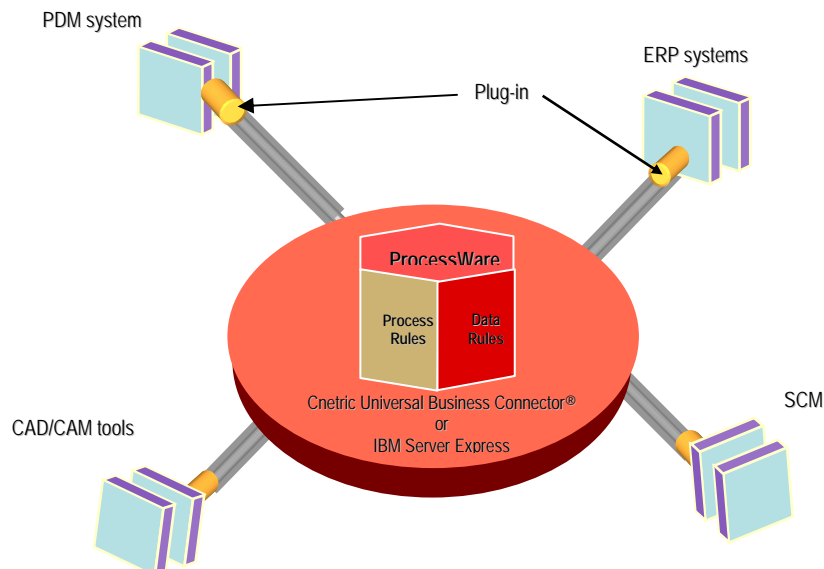


6. Cnetric PLM solutions

Cnetric PLM solutions are based on proven open middleware technologies that allow you to customize and scale your PLM investment across your enterprise and beyond, to support critical business objectives. Cnetric leverages the openness of middleware technologies such as Cnetric’s Universal Business Connector® and IBM WebSphere® Server Express to put your business ahead of your competitors. Cnetric’s management team consisting of ex-IBM members, and its consulting team, which contains more “IBM Certified” consultants than any other IBM Business Partner outside the US, ensures that you get the customary IBM robustness and quality, and the Cnetric flexibility, speed and value for money.

With the Cnetric PLM solutions, customers can integrate their existing disparate or legacy systems such as PDM software, CAD/CAM tools, and ERP and supply chain management systems. We can help them acquire and retain customers, cut costs and plan, design, simulate and build their products more efficiently. Cnetric PLM solutions utilize open technologies to help customers capitalize on the myriad of opportunities in today’s marketplace.

The implementation of a robust and effective PLM solution requires the synchronizing of business processes across the product lifecycle. Our open technology PLM solutions are designed to help customers transform their IT infrastructure to achieve this goal and to integrate applications in a highly secure, reliable environment. Our solutions allow customers to streamline their design processes and open their systems to management, design partners, suppliers, dealers and service providers.





7. Cnetric's Universal Business Connector®

The current need is to manage, not just, product engineering but also manufacturing engineering. However, many organizations do not understand or choose to ignore this concept. Their idea of manufacturing engineering is someone on the other side of the wall who can catch the product engineering. Plus there is the whole problem of product definition: the dynamic nature of product creation, production, logistics and intellectual assets which includes people in finance, HR etc.

To have such a system in place, companies need a data model that lets product, process, plant, and resource data entities and their inter-relationships be managed. The requirement is for a platform that provides a managed, web-accessible, collaborative manufacturing environment. This model should have the capabilities of product and process configuration, change control and efficiency, process creation, workflow, access management, digital mockup and visualization, as well as vaulting, storage, security, and other data administration capabilities and all these capabilities are integrated. Cnetric's Universal Connector® is the solution that provides you with integrated product and process engineering capability which lets you track, document and manage information on your product at each stage in the development process.

The Universal Business Connector uses standards based technologies such as JDBC, J2EE, JMS, and XML among others, so that it can meet the challenge of the most complex integration patterns and topologies. It is extremely flexible, and can easily be extended to accommodate growth. However, the capabilities of the Universal Business Connector extend beyond simple connectivity. The UBC can deliver a comprehensive set of technologies which can help define, execute, measure and manage key product-related business processes. Processes, and the workflow engines that control them, ensure complete digital feedback to both users and other business systems throughout each lifecycle stage. It applies a consistent set of business solutions in support of the collaborative creation, management, dissemination, and use of product definition information across the extended enterprise – integrating people, processes and information. In a nutshell, it makes possible all the promises about “collaboration”, “simultaneous engineering” and “leveraging” information so that the left hand of the enterprise knows what the right hand is doing. The UBC's multiple connectivity capability also dramatically reduces implementation time for solution rollout, especially when compared to other products. Thus the UBC can considerably reduce “time to market” for the entire integration solution. Implementing the UBC also allows you to optimize existing company assets; “sweating them” as it were, which delivers desired business capability to generate increased revenue but avoids “rip and replace” by leveraging current investments.

And the benefits; Cnetric's Universal Business Connector provides you a solution that enables you to innovate with exciting products that meet, exceed and even anticipate customers needs. And expand your revenue stream. Increase the speed and agility of your product development while reducing risk. We provide you with the right combination of middleware and services for a successful PLM implementation.

