keep your customers

trading partner
enablement solutions

helping suppliers
maximize sales
and profits

hp invent

Microsoft®

delivering the results you expect and demand

Purchase

benefits:

increased revenue and improved sales margins
- integrate with multiple customers around the world
- gain access to new customers
- streamline B2B transactions from end-to-end

reduced operational costs
- process orders automatically
- reduce order-entry errors
- leverage low-cost Web connections
- integrate seamlessly with back-end systems

stronger competitive position
- create/maintain a compelling web experience for customers
- integrate with e-procurement systems, exchanges, and e-marketplaces
- gain preferred status with large buyers
- expose the full value of your brand in electronic form

trading partner enablement

It's a fact of life in business today — procurement managers are going to send most of their purchase orders to suppliers who are tightly integrated with their systems, adhere to their document standards, and who make doing business easy. So, if you want to keep your customers, grow your revenue, and increase profits, you need to automate your trading partner enablement relationships quickly and cost effectively. It's the ideal way to:

- meet online requirements of major customers
- increase the speed, reliability, and efficiency of the sales process
- increase your sales reach
- augment or replace EDI systems
- reduce errors associated with manual data entry

With HP trading partner enablement solutions, you can do all this and more. It's the ideal way to advance the selling process from end-to-end, providing secure document exchange, business collaboration, and automated sales transactions.

You get a complete solution, including hardware, software, and the services to plan, design, implement, and maintain your entire Business-to-Business (B2B) environment. The result — increased revenue, reduced operational costs, strengthened relationships with key customers, and a major boost to your bottom line.

connect with multiple trading partners

Trading partner enablement solutions from HP enable suppliers to connect with multiple trading partners quickly and easily. We create a seamless B2B environment in which buyers and suppliers interact electronically, automatically, and efficiently — that means more customers, more sales, and more profits for you.

For example, any buyer may send your company an order directly or through a public or private exchange, for processing and settlement. Whether you're connecting to a customer via EDI, through an XML standard, or publishing your catalog of products and services, HP enables you to do it all through a single integrated system. The solution supports industry-standard exchange methods, as well as interaction with a buyer's e-procurement system, such as Clarus, Commerce One, or Ariba. On the selling side, information about the order can be communicated with your back-end systems — including ERP, CRM, accounting and supply chain management. And, most importantly the entire transaction takes place in a secure web environment.
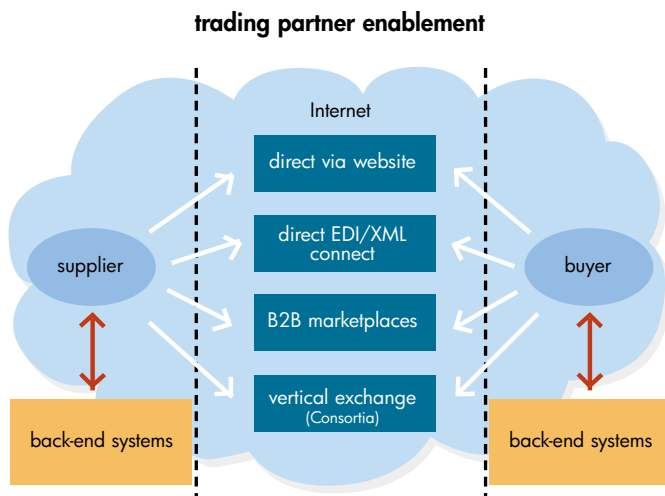
leverage advanced technology to automate selling

Every business is unique. That's why HP trading partner enablement solutions combine professional services from HP services, along with advanced technology from HP and Microsoft — to meet your specific business needs.

Integral to HP trading partner enablement solutions are industry-defining ProLiant servers from the new HP and Microsoft solutions for trading partner integration — a set of packaged and customizable vertical accelerators that provide a rich web environment for the exchange of business documents in various industry-standard XML formats. The accelerators include parsers and serializers for EDI, RosettaNet, HIPAA, and other customizable document exchange formats. Furthermore, built-in tools allow for setup of B2B websites, trading partner management interfaces and extensive business reporting to measure your success. Your most critical business needs can be met with the HP Adaptive Infrastructure vision (hp.com/solutions/ai) built on a ProLiant server foundation and ProLiant Essentials Software from the new HP — tools for rapid deployment, monitoring, and operation of ProLiant servers and clients.

To quickly build and manage an integrated, web-based trading environment, HP services employs a range of Microsoft e-business products, such as BizTalk Server, BizTalk Vertical Accelerators, Content Management Server and Commerce Server. By starting with a pre-configured system, and utilizing the full range of HP services, you gain a fully customized solution in a very short time. So, you can meet your individual business needs while creating a unique web experience for your customers that follows the workflow and processes enforced by their e-procurement or supply chain management systems.

In addition, through our advanced integration technology and services, HP provides end-to-end connectivity with back-end enterprise applications such as ERP, CRM, accounting and supply chain management. HP Services can also integrate mixed platform and middleware, extending application-to-application integration to non-Windows operating systems and multiple transport protocols.

HP trading partner enablement solutions also provide EDI users with a means for migrating to the Internet to increase B2B efficiency, while ensuring secure document transfer among trading partners. Documents are digitally signed and encrypted for security and transmitted to partner systems for processing. With HP you can be connected to a world of new business opportunities while making your B2B transactions more efficient for maximum profitability.

"Automating customer transactions, specifically order processing and order status, were a priority for USG to maintain our key customer relationships. The solid technical resources and resilient infrastructure delivered by HP as well as a single BizTalk-based system have positioned USG for our long-term strategy — automating these business critical communications with strategic supply chain partners."

Bob Landschoot, USG Corporation, Manager, IT-Order Fulfillment and Customer Service

"Since helping us to connect to our first customer using Ariba eProcurement, we've been able to connect to four additional large Ariba buyers. And, the amazing thing is that we're able to make these new customer or Marketsite connections in one day."

Kevin Govin, Vice President and Chief Operating Officer, MarkMaster, Inc

> *"Customers can recall previous orders because MarkMaster is hooked directly into their internal procurement systems. Before, we spent a lot of effort keeping our name out in front. For us to be right there when they go to reorder is a definite benefit."*
>
> Kevin Govin, Vice President and Chief Operating Officer, MarkMaster, Inc.

create value for buyers

Enterprise buyers can streamline their purchasing processes dramatically by working with suppliers who can interact with them online. HP trading partner enablement solutions are the ideal way to bring suppliers up to speed quickly and cost-effectively, to ensure seamless integration for transactions, collaboration, and information sharing.

ensure long-term success with hp services

HP ensures your success with a full range of services that get you started quickly, and provides the ongoing support you need to maximize the return on your technology investments. HP Services offers a Trading Partner Enablement Workshop that helps your company outline the fundamentals for establishing and operating a B2B trading environment. From there, our highly experienced service professionals will analyze your current environment to determine the best fit for a trading partner enablement solution. We can assist with rapid implementation of hardware and software components, as well as complete integration with exchanges, e-procurement systems, and back-end systems. And HP is always at hand to provide maintenance and support for both hardware and software to ensure your trading partner enablement solution delivers the results you expect and demand.

for more information

Contact your HP representative or reseller or visit our website at
hp.com/solutions/microsoft/tpe