

# **BRIDGESTONE IMPLEMENTS CONNECT:ENTERPRISE® IN THREE MONTHS TO CREATE SECURE GLOBAL DATA COMMUNICATION HUB OVER THE INTERNET**

Submitted by: Nelson Bostock Unlimited

Wednesday, 3 September 2003

---

London September 3, 2003 – Sterling Commerce, one of the world’s largest providers of business integration solutions, has implemented its robust, file-based Connect:Enterprise® solution for Bridgestone, the world’s largest manufacturer of tyres and other rubber products, in a record three months. Headquartered in Japan, Bridgestone has completed the development of the secure data exchange system throughout its global communication network “WIN/DX” and is now able to efficiently exchange data, send and receive orders and collate sales revenue information with its 20 European sales offices and its export division.

Bridgestone required a solution that would improve the efficiency of the operation’s global communications, minimise transaction times, strengthen security and reduce the communication cost; all in a short timeframe and at a reasonable cost. To meet these challenges, Bridgestone set up an Internet Protocol – Virtual Private Network (IP-VPN) and created a secure data communication system to exchange large volumes of critical data efficiently over the IP-VPN. In addition, Bridgestone wanted to have rapid data integration with European back-end systems to maximise business speed.

Mr. Takayuki Furuya, General Manager of IT Planning & Promotion Department, IT & Network Division, Bridgestone said: “We found a combination of Connect:Enterprise and Connect:Direct was the best-fit solution to meet all our challenges at once. With Sterling Commerce’s implementation services, we were able to create a secure communication hub in just three months.”

Bridgestone now plans to deploy the same system into other regions based on this new European model.

Connect:Enterprise provides secure collection and distribution of data through open communication protocols such as FTP, Secure FTP, HTTP/S, EDIINT AS2, bisync, async, and OFTP. It enables companies to transfer files with a wide variety of remote users, customers and business partners and uses Sterling Commerce’s Connect:Direct as a channel that enables seamless communication with other Connect:Direct nodes to automate the data flow for integration with back-end applications.

Gerry Fosnick, Regional Director of Sterling Commerce’s Japan Operations said: “Connect:Enterprise simplifies the complexities of managed data integration with back-end systems to help our customers enhance their productivity whilst using the Internet securely.”

- ENDS -

#### About Sterling Commerce

Sterling Commerce is one of the world's largest providers of business integration solutions. For more than 25 years, thousands of customers have depended on our expertise to help improve business metrics. Our reliable software and services help customers improve current or deploy new business processes through the integration of applications, external partner systems and people. Sterling Commerce is an SBC Communications Inc. company.

For more information, visit [www.sterlingcommerce.co.uk](http://www.sterlingcommerce.co.uk)

#### About Bridgestone Corporation

Bridgestone Corporation, headquartered in Tokyo, is the world's largest manufacturer of tyres and other rubber products. Tyres account for 80 percent of Bridgestone Group sales worldwide. The company also manufactures industrial rubber and chemical products, sporting goods, and other diversified products. It sells its tyres and other products in more than 150 nations.

For media enquiries please contact:

Jacqueline Hopwell / Carys Dorritt  
Nelson Bostock Communications

Tel: +44 (0) 20 7229 4400

[Jacqueline.hopwell@nelsonbostock.com](mailto:Jacqueline.hopwell@nelsonbostock.com)