

UNDERSTANDING BUSINESS PROCESSES IS KEY TO SUCCESSFUL ENTERPRISE APPLICATION INTEGRATION, iWAY SOFTWARE WARNS MANUFACTURERS

Submitted by: Citigate Communications (London)

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London, UK - November 10 2003 – IT directors in manufacturing need to think in terms of business processes not IT architecture, when integrating enterprise applications and systems, according to integration software specialist, iWay Software.

Speaking at this year's 'Computers in Manufacturing' show in Birmingham, iWay Software will urge the sector to plan integration projects by looking at current and future business processes across the enterprise and ensuring the staff assigned to the project have a mixture of business and IT disciplines.

Faced with razor-thin margins created by competitive pressures and an economic downturn, manufacturers are increasingly keen to optimise supply chains by implementing new business processes that span disparate systems throughout the extended enterprise. This in turn has led to a focus on application integration, for many manufacturers.

Speaking before the show, Norman Manley, European vice president of iWay Software said: "In order to improve business performance, manufacturers need to innovate and integrate the way in which they do business and the products and services they sell. But many companies in the sector are reluctant to act, because achieving these efficiencies has historically entailed complex and costly integration projects that are difficult to fund, slow to deliver, and marked by risky custom development. The end result is difficult to maintain and lacks the flexibility manufacturers require to respond rapidly to changing market conditions."

"Yet these IT applications need to talk to each other so departments across the organisation have an understanding of the business as a whole. That's why responsibility for integration projects cannot lie solely with the IT director. Project teams need to include a cross section of staff, with a range of business and IT skills, who have an understanding of current and future business processes and what can be achieved by integrating key departments' IT applications."

iWay Software will also be discussing how companies can achieve seamless, end-to-end integration of their manufacturing processes through low-cost, rapidly implemented solutions that leverage XML and Web services to ensure continuous optimisation.

iWay Software's integration technologies can enable organisations to quickly integrate over 200 information sources and data structures including e-business formats, legacy mainframe systems, and popular packaged applications such as SAP, i2, Manugistics, Seibel, and PeopleSoft, so they can:

- Quickly integrate disparate SCM and CRM systems to create a real-time view of all key performance indicators, including suppliers' status, production capacity, inventory stock, pending orders, and fulfillment
- Integrate manufacturing processes across multiple plants and geographical locations
- Streamline and automate your supply chain and adopt "just-in-time" efficiencies by collaborating with partners using XML and Web services
- Measure and monitor contract performance with suppliers and vendors
- Perform sophisticated analysis and forecasting so you can spot trends and anticipate fluctuations in demand
- Achieve superior customer service by delivering on time and providing accurate order status information at any time

iWay Software will be presenting 'Can EAI make manufacturing more efficient' to delegates on Wednesday 12 November at the 'Computers in Manufacturing' show in Birmingham NEC.

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About iWay Software

iWay Software, an Information Builders company, is a market leader in middleware that accelerates business integration. With facilities to integrate systems in real time, near-real time, or on a scheduled basis, iWay provides a complete reusable infrastructure for EAI, B2B, e-commerce, and mobile business. iWay's experience with complex information systems led to the development of prepackaged Intelligent Adapters to connect to more than 250 packaged applications, transaction systems, legacy data, relational databases, and e-business formats, without writing custom code. iWay Software integration solutions significantly reduce the time, cost, effort, and risk of integration projects throughout the enterprise.

About Information Builders

Information Builders is one of the world's largest privately owned software companies. With almost 30 years experience in the management and integration of information, Information Builders specialises in the supply of Web based Business Intelligence and Enterprise Application Integration. Its enterprise solutions enable the timely delivery of information to over 11,000 customers, 1800 employees and 350 business partners across the globe.

With headquarters in New York City, Information Builders has 90 offices worldwide. Fifty people are employed in the UK, at Wembley, Middlesex and in Warrington, Cheshire. Turnover worldwide is £300 million, with UK turnover at £10 million.

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