

DemandB2B



News and Views on Implementing a Complete B2B Solution.

February 2007

Specific B2B Solutions for Manufacturing, Automotive, Retail, Energy and Logistics Industries

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Covast Update:

Covast Introduces B2B Integration Suites for Manufacturing, Automotive, Retail, Energy and Logistics Industries

Operational efficiency has always been a driving force behind IT investments in integration, but today's business executives seek more than cost reductions. They want to improve how they manage business processes and monitor supply chain activity.

To help IBM WebSphere customers achieve this goal, Covast has created several industry-focused solutions that combine the power of our traditional B2B integration products with industry-specific enhancements such as support for industry-focused exchanges, protocols and documents. These solutions also include professional services and support teams that are dedicated to solving the challenges and needs of these industries.

Why choose a vertically-focused B2B integration solution?

- **Different Industries Have Different Integration Challenges:** The challenges and trading activity of a large retailer is drastically different than that of third-party logistics provider. Your B2B integration solution should reflect those differences.
- **More Industry Customizations Reduce Total Cost of Ownership:** Ever bought an integration solution then spent twice as much on implementation and maintenance? A vertically-focused solution requires fewer customizations and plugs seamlessly into your current supply chain operations.
- **Easily Grows and Evolves Alongside Your Business:** If your current B2B integration solution doesn't "understand" the unique challenges of your business and supplier operations, the problem can only get worse. As your business grows and evolves, it is crucial that your solution is flexible and intelligent enough to grow with you.

To learn more about the Covast B2B Suite for IBM WebSphere for your industry, please choose one of the following: [Automotive](#), [Energy & Utility](#), [Logistics & Distribution](#), [Manufacturing](#) or [Retail](#).

B2B Integration News

Technical Whitepaper:
[Covast B2B Suite for IBM WebSphere](#)

What's New

- Specific B2B Solutions for:
- [Manufacturing](#)
 - [Automotive](#)
 - [Retail](#)
 - [Energy & Utility](#)
 - [Logistics & Distribution](#)



B2B Integration: What Will it Mean for You in 2007?

Dear Friends,

Welcome to the B2B Integration Newsletter for IBM WebSphere! If you're wondering why you should spend time reading another e-newsletter, the answer is simple:

B2B integration is not a one-time event. It's an ongoing process that requires continued learning. This brief, quarterly newsletter is designed to keep you abreast of all the trends, products, challenges and successes facing IBM WebSphere customers like yourself.

Each year, thousands of companies turn to B2B integration to run meaner and leaner than the year before. Before you ponder any changes in your current B2B integration strategy, here are a couple of things to consider that are driving this sector of technology in 2007:

- **Verticalization...What Flavor is Your Solution?** B2B integration, like most technologies, does not come in a "one size fits all" solution. The most effective solutions are tailored to meet the supply chain and technical challenges of specific industries.
- **BPM Goes Mainstream:** It's not just for the techie anymore. Business Process Management is part of corporate vernacular. And, easy-to-use BPM tools are popping up everywhere. The availability of BPM tools will be a make-or-break factor for the B2B integration solutions of 2007.

Whether your B2B integration to-do list includes upgrading old systems, investing in new ones, or just making a few tweaks, we hope this information will be helpful to your efforts.

Wishing you the best for the New Year,
Daan Scheer
CEO
Covast

Covast @ Your Service How Can We Help YOU?

You probably receive at least a few newsletters each week. Here at Covast, we want our newsletter to be **different**. That means providing you with helpful information, tips and tricks that will streamline your B2B integration efforts.

What are your most common challenges with B2B integration? What areas of B2B integration would you like to learn more about?

[Please take a moment to email us your suggestions.](#)