



#### Company Details

Onetrail was set up in 1999 by two ex-employees of General Electric Information Services. Onetrail provides a B2B exchange for the IT and office supplies Supply Chain.

#### Location

- The Netherlands

#### Industry

- Trade

#### Business Challenges

- Provide an online trading and business process exchange for trading companies.
- Enable customers to make cost savings when processing high volumes of small orders.
- Identify an architecture to support fast, easy, cost-effective integration between trading partners.

#### Solution Overview

- Base the integration architecture on SeeBeyond's eGate Integrator and eXpressway.
- Onetrail.Net to link to multiple suppliers, distributors, dealers and resellers
- Implement flexible architecture to enable integration of different processes across different companies.

*"We are able to use eGate Integrator as a tool to define a new business process in the system. We only need to do this once and we can then offer it to all our customers. The solution has cut our costs, enhanced our profitability, and dramatically improved levels of service."*

**Jeroen Moonen**, CEO, Onetrail

#### Business Challenges

As supplier networks become more complex, trading companies are finding it more and more difficult to process small orders efficiently, particularly in sectors such as information and communications technology (ICT) and office supplies. Indeed, with margins being so tight, the cost of processing orders can have a significant impact on profitability. To address this issue, Onetrail's aim was to set up a business process exchange that would enable suppliers, distributors and resellers to link up cost-effectively with their business partners through the Onetrail hub using a single connection.

*"Many companies continue to process orders manually because they cannot afford the cost and complexity of integrating with their trading partners. The only way they can become involved in supply chain integration is through a service provider,"* said **Jeroen Moonen**, CEO of Onetrail.

Onetrail's success as a service provider is a function of the number of customers and the volume of transactions processed. To attract customers, it had to ensure that the Onetrail.Net exchange would reduce customers' order processing costs. This in turn required Onetrail to implement an architecture that would support cost-effective integration and automated processes. Its initial attempts at building this architecture involved constructing links between several independent software packages. However, Moonen then became aware of the existence of specialist integration tools that provided most of the required functionality.

#### Solution Overview

Onetrail evaluated several different integration architectures before selecting SeeBeyond's eGate Integrator and eXpressway. According to Moonen, the functionality and flexibility of the solution were the main decision factors. The existence of a partnership between SeeBeyond and EDS was also important.

*"SeeBeyond provided a high degree of support for our business model,"* commented Moonen. *"This included a great deal of flexibility in integrating different processes across different companies, whether through ready-made connectors or tools for building new connections."*

EDS was given responsibility for implementing the solution and carrying out the initial development work. Today, EDS hosts the infrastructure and

provides technical application management. According to Moonen, EDS's well-established international infrastructure ensures that customers enjoy a high standard of service.

The Onetrail.Net exchange now links more than 80 customers, including two large ICT manufacturers (IBM and HP) and all major international distributors, as well as a selection of local distributors, resellers and dealers. Its main focus is on the business processes associated with order management. Initially aimed at companies in the Netherlands, Onetrail.Net will soon be available in the UK and Germany too.

#### Business Benefits

According to Moonen, the SeeBeyond solution provides all the functionality required to integrate the systems of different partners at a high level. This goes well beyond message translation to encompass enterprise application integration, workflow, business process management, partner management, security and other functions.

Because support for business processes is built into the hub, new customers are able to connect their enterprise resource planning (ERP) systems quickly and cost-effectively. In about 70 per cent of cases, pre-built connectors are available. As the exchange expands, this proportion rises because existing integrations can be reused.

SeeBeyond's comprehensive functionality also eliminates the need for Onetrail to invest effort in building links between the systems in the hub. Moonen estimates that before the SeeBeyond solution was implemented, up to 60 per cent of the company's resources were devoted to this activity. Now, people can concentrate instead on developing new business processes.

The Onetrail business model is proving highly successful. A typical reseller, for example, can expect to cut the cost of processing an order by almost 45 per cent through joining Onetrail.Net. At the same time, integration and automation make order processing much more accurate, with less potential for human error through repeated entry of data. This helps to raise standards of service throughout the supply chain.

#### Plans for the Future

Onetrail is now looking to expand into new market sectors by building interconnections between the Onetrail.net exchange and other exchanges. Other plans include expansion into new geographical territories such as France and Benelux. The range of business processes supported may also be extended to include functions such as service, support and deployment.

*"SeeBeyond has played a very important part in the success of our business model. Without it, the development of Onetrail.net would have required much more time and much more money."* **Jeroen Moonen**, CEO, Onetrail

#### Business Benefits

- The typical cost of processing an order for the customer has been reduced from 70 to 39 - a saving of 44 per cent.
- SeeBeyond supports the exchange of information between different trading partners' systems.
- New customers can link in to the Onetrail.Net hub quickly, in many cases, using pre-built connectors.
- Onetrail can focus on building new business processes rather than constructing links between systems, resulting in profitability and service levels improvements.

#### Technology Profile SeeBeyond Components

- eGate™ Integrator
- eXpressway™ Integrator

#### Integrations

- Baan
- SAP R/3
- SAP BusinessOne
- Exact
- Navision
- AccountView
- Unit4
- MamboFive
- IceShop
- Icecat

#### Sizing

- 10 million transactions per month

#### Hardware/OS

- Windows
- UNIX