# LANSA Case Study

## Becton Dickinson extends its enterprise with LANSA

Becton, Dickinson and Company (BD) is a global American medical technology company that serves healthcare institutions, life science researchers, clinical laboratories and the public. BD uses LANSA Integrator and WebMethods to exchange real-time transactions between its European sales and distribution system and its global eBusiness platform.

**Rudi Deschilder**, manager eBusiness at BD, says, "Everybody is talking about doing eBusiness, but our focus has always been to do Business. To do business you need an integrated approach involving all business channels, including the eBusiness channel. LANSA is the power behind our core distribution system and the glue between our logistic systems. And LANSA keeps evolving."

### The Challenge of Extended Enterprise

"We are not the largest player in our market, but we excel in the way we communicate with our customers," explains Deschilder. We strive for an 'Extended Enterprise' and see eBusiness as a first step in bringing customers closer to us."

"The ultimate goal of the Extended Enterprise is complete integration of the logistic processes of our systems and the systems of our customers. But we also see an opportunity for better collaboration and increased marketing reach. As a global company we need to integrate business systems worldwide."

"Worldwide BD use SAP on a Sun Solaris. BD Europe has its own LANSA-based sales and distribution system on iSeries, but use SAP manufacturing, logistics planning and procurement modules. BD's eBusiness platform is Broadvision-based, also on a Sun Solaris."

"We are also a major partner in www.ghx.com, a Global Healthcare Exchange marketplace. We also need to communicate with Ariba and other procurement solutions systems our customers may use. All these systems generate transactions that need to be processed by one or more of the other systems."

### A Complete eBusiness Solution

"Since the late 80s we have built our core ERP system in LANSA and now LANSA Integrator makes it easy to process and generate XML," explains **Nadine de Muynck**, IT manger BD Europe. "We already used WebMethods to process and generate XML on our SAP and Broadvision systems, so now all our platforms can exchange transactions."

### "The bottom line is to do more business, more efficiently, LANSA helps us with this."

"Everything we develop is universal," adds Deschilder. "We don't differentiate between our own Web site and external portal sites and view our Web site, developed with Broadvision on Sun Solaris, as an e-partner. This site offers real-time e-procurement, including order, order status, price request and product availability transactions. Transactions are transformed to XML by WebMethods and accepted by LANSA Integrator for immediate processing and confirmation back to WebMethods."

"Orders placed on GHX.com are also transformed and sent in XML format by WebMethods. LANSA Integrator accepts orders for European customers for real-time processing on our iSeries-based sales and distribution system and the XML for Order confirmations is transmitted in real-time back to WebMethods on GHX.com. So order status information is instantly available to the portal site."

"Some of our customers use Ariba or other procurement solutions. They assemble their shopping basket on our site, but take it to their own platform for confirmation and then send their order in XML format to our platform. LANSA Integrator accepts the order and it follows the same path in our LANSA system as other orders."

"LANSA Integrator provides us with an easy way to generate and receive XML messages," says de Muynck.

"With just one new LANSA statement in our system we map and process the incoming XML and generate
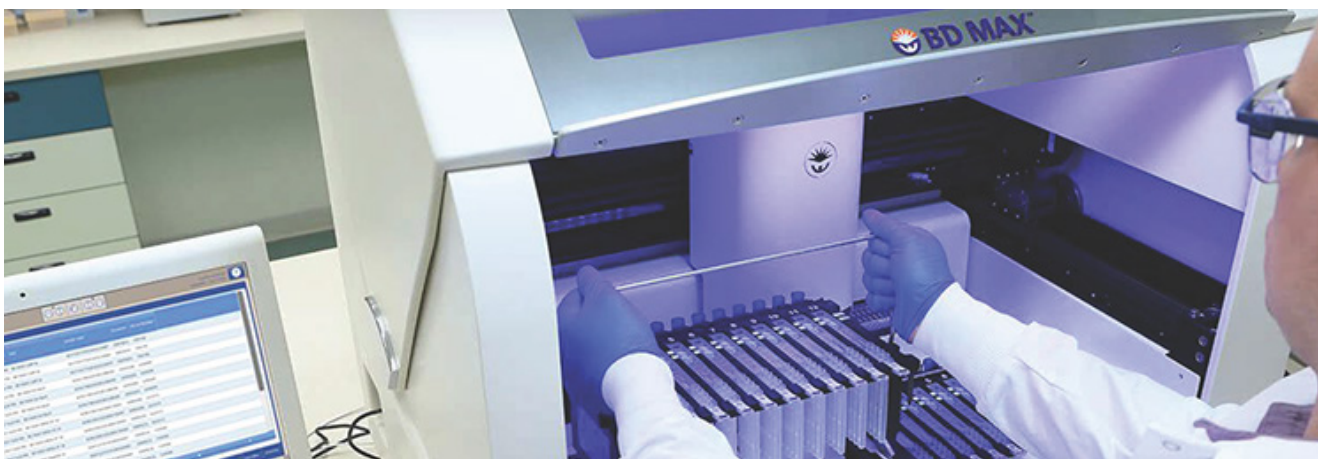
outgoing XML. With the universally accepted XML interface, our logistics systems are open for whoever wants to do business with us."

## Automated Warehousing linked to SAP Manufacturing

"We are completely integrated with our eBusiness partners, distributors, transport companies, banks and the end customer. An order only needs to be entered once and will be processed by all relevant systems. Once the order is in our system, a LANSA-built warehouse system takes care of delivery in a completely automated fashion and even integrates with the robotic cranes in our warehouse," continues de Muynck.

"The LANSA system sends the picking information to an NT server that activates the robotic crane nearest to the pallet that needs to be picked. The pallet is moved to a picking station and at the moment the pallet arrives at the picking station the warehouse worker gets a message on his AS/400 screen that indicates how many items should be picked from this pallet. He picks the items and confirms this to the AS/400. LANSA prints a sticky label for the package and updates the delivery status information of the order. The system is completely automated from start to end with LANSA."

"LANSA links to our global SAP system for stock replenishment and other information using EDI ANSI standard messages via SAP's IDOC interface."

## Knowledge Sharing and Collaboration

"We also offer discussion databases and complaint registration," explains de Muynck. "In case of complaint registration this information is entered on our iSeries using Domino Notes, but the files are updated with LANSA's IO modules. So validations defined in the LANSA Repository are automatically activated when the complaint is processed in our Domino system."

"All validations and logic are defined at file level in the LANSA repository. Because of LANSA Integrator we can re-use the validations and logic that we defined at file level in our new eBusiness environment, even though our eBusiness runs on a different platform."

## "LANSA is the power behind our core distribution system and the glue between our logistics systems."

"It is always the same principle. We don't put any logic in the front-end application, whether it is Lotus Notes, our Web site or green-screen. We define the business logic in the LANSA Repository," says de Muynck.

## End-to-end Integration is the Future

"We are not the largest medical technology company, but we are advanced in eCommerce, knowledge sharing and collaboration," says Deschilder. We are easy to do business with, and people want to do business with us because we have the scientific knowledge, we can offer end-to-end logistical integration and have the eBusiness infrastructure to deliver."

"Because of our Web presence and eCommerce service, we are able to do business in emerging markets like East Europe, Russia, the Middle East and Africa, with a very limited number of sales representatives and administrative staff."

"LANSA is the power behind our core distribution system and the glue between our logistic systems. We can accept EDI, fax, phone and Web orders directly in our LANSA-based distribution system. And using LANSA Integrator, we can exchange XML transactions with external systems that use WebMethods or Ariba. Whatever the source of the transactions, they are processed in a single ERP system."

"Being successful in eBusiness depends mostly on your ERP application. We can display the delivery status of an order just moments after that order has been placed. If your ERP system is not functioning well, then you better not expose your system on the Web."

"Our company goal is to improve human health around the world. But to make that possible we also need to perform well for our shareholders. The bottom line is to do more business, more efficiently. LANSA helps us with this."

## Company and System Information

- Becton, Dickinson and Company (BD) is a medical technology company headquartered in Franklin Lakes, New Jersey USA. BD manufactures and sells a broad range of medical supplies, devices, laboratory equipment and diagnostic products. The revenue for the financial year 2001 was US$3.8 billion.

- BD uses three ERP systems worldwide: The European system is a LANSA-based iSeries system. BD Bioscience and BD worldwide run on SAP-based Sun Solaris systems. BD Europe employs 30 developers, 12 have LANSA skills and 18 are Lotus Notes developers. For more information about Becton Dickinson visit: www.bd.com

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