

World's Largest B2B Marketplace

A unified approach to
supplier collaboration.

“There are just too many ways to interface with our customers and suppliers, and it’s getting harder and harder to cope.”

- Twila Hart Humphrey, director of product systems, Delphi

One of the greatest challenges faced by Automotive OEMs and Suppliers today is maintaining a seamless process to work with a supplier or customer networks. Each automotive company and/or location has invested heavily in building its supply chain management system, ERP infrastructure and other computerized systems over time. This has included implementing and maintaining the hardware, software, protocols, and standards necessary to monitor internal information and communicate with other external parties as well. Replacing existing infrastructure is time consuming and cost prohibitive. For example, If I were a supplier to Ford, I might have 89 applications that are behind Ford’s firewall to which I have access. Each has its own ID and password. Using Covisint, I can get into all of them with one ID.

On February 25, 2000, DaimlerChrysler, Ford Motor Company and General Motors jointly announced plans to combine efforts and form a single global business-to-business supplier exchange. The idea was to create one exchange and to decide on one common technology standard for the industry. On April 14, 2000, French automaker Renault S.A. and Nissan of Japan joined the planning initiative. Renault and Nissan led the development of the European and Asian operations respectively. In May of 2000 the partners chose the name Covisint and in June, supplier Delphi Automotive, a GM spin-off, hopped on board.

Like any marketplace, the Covisint B2B Marketplace was built with the following three characteristics of an electronic market system.

- **Reduced cost** – the customer-reduced cost theoretically comes from a simpler search process, the reduced cost for the supplier comes from a simpler search process for potential customers.
- **Network externalities** – benefits realized by individual participants in an electronic market increase as more organizations join the system.
- **Economies of scale and scope** – electronic market systems typically require large capital investments and offer potential substantial economies of scale and scope.

At Covisint, we realize that sharing B2B information securely and reliably across increasingly complex technology systems and platforms can be difficult and expensive. Covisint’s B2B Marketplace connects disparate solutions and allows them to work with each other through seamless integration.

In addition, it is easily scalable to handle massive volumes of transactions generated by many different parties and systems.

If you look at the automotive value chain, the Covisint B2B Marketplace has something for everyone.

- **Supplier portal** – upstream value chain partners where the business has applications and content that need to be exposed to suppliers, particularly in supply chain management or product lifecycle management business processes.
- **Distributor/dealer/franchisee** – downstream value chain partners where the business has applications and content that need to be exposed to external users, particularly in product distribution, service and support business processes.
- **Customer portal** – either a B2B or B2C customer-facing application or website where identity is important for personalization in delivery of content or data from one or more back end systems.

“This is a once-in-a-lifetime opportunity for the automakers to cut costs, cut time, and get the suppliers closer to them,”

- Kevin Prouty, AMR Research

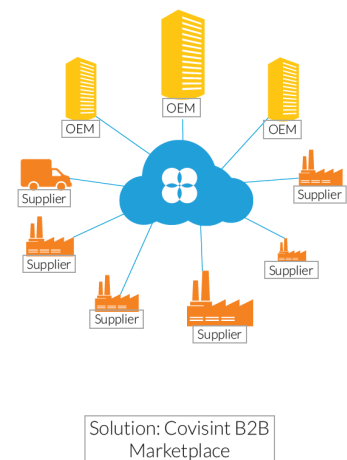
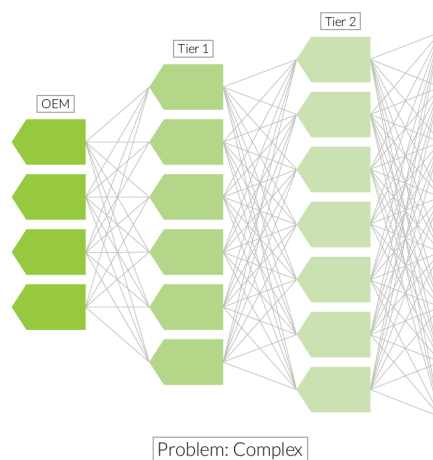
- **Contractor or temporary engagements** – individuals who need limited access to one or more internal or external business resources as if they were but who are not treated as employees in internal systems and who have predetermined end dates for the period of access.

Covisint enables automotive organizations to securely exchange information across the largest B2B marketplace in the world. Our Intelligent Connected Supply Chain is cloud-based and provides on-demand connectivity and communication to organizations of any size or location.

For EDI, Covisint EDI services enable suppliers to efficiently manage EDI transactions, providing unsurpassed “any-to-any” translation and creating an optimal supply chain system. From mapping and translation to trading partner connectivity and help desk services, Covisint EDI services optimize the efficiency, reliability, cycle times, and reach of an electronic supply chain operation while reducing its total costs and constraints.

Additionally, Covisint leverages industry-leading mapping, routing, translation and network interconnectivity services to drive real-time, secure, and reliable B2B communications across your existing systems and processes.

With our Intelligent Connected Supply Chain, organizations like yours are able to reduce cost, lower complexity and virtually eliminate the risk of information and application sharing. We do this by providing a wide variety of best-in-class Supply Chain engagement services.



Covisint Intelligent Connected Supply Chain enable your organization to realize the following benefits:

- Extend the enterprise to external users with single sign-on in the cloud.
- Delegated administration both for security and access, as well as for content management and collaboration resources.
- Manage identities of external users – being able to act as the system of record for external users or simply manage access based on one or more systems of record based on user types.
- Branded experience for different categories of users.

- Authenticated and unauthenticated content that can be personalized and presented to users based upon attributes such as location, division and role.
- Web 2.0 ready platform to provide a social dimension of interactivity and interconnectivity, which includes new models for social media, community and collaboration that can be leveraged inside and outside the enterprise such as: wikis, blogs, e-learning videos and tutorials, idea and content management, community forums, surveys, ratings, comments, and tags, and social searching.
- Secure collaboration and sharing of information, offering complete visibility to all parties enabling efficiencies across processes like order-to-cash and procure-to-pay.
- Support many-to-many and one-to-many interactions between parties.
- Data standardization and transformation utilities for global partners.
- Offers anytime, anywhere support with industry-leading SLAs and uptime.



Covisint is the connected company — we securely connect ecosystems of people, systems and things to enable new service offerings, optimize operations, develop new business models and ultimately enable the connected economy. Today, we support more than 2,000 organizations and connect to more than 212,000 business partners and customers worldwide.

Covisint Corporation

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