

## HP Selects Cactus Commerce to Achieve Global Data Synchronization Compliance

### Company Brief

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, personal computing and access devices, global services and imaging and printing. As one of four core business groups of HP, the Imaging and Printing Group (IPG) maintains HP's role as the leading provider of printing and imaging solutions. IPG manufactures printer hardware, industrial-size printers, associated supplies and accessories, as well as digital imaging devices such as cameras and scanners. Approximately 100,000 retail establishments in 175 countries sell the group's 40 million printers and 1.2 million digital cameras annually. IPG is a multibillion-dollar business that is the equivalent of a Fortune 500 company in its own right.

### Critical Issue

According to AT Kearney, a global management consulting firm, 30 percent of information provided by manufacturers to retailers is inaccurate, resulting in an estimated cost to the industry of \$40 billion annually. HP IPG's largest retail customers mandated supply chain management improvements via Global Data Synchronization. In order to comply, HP needed to gather its product data from different systems, cleanse it for accuracy, comply with the new GTIN standards and meet the requirements for GS1. HP also needed consolidate its product attribute data into a common system that is interoperable with the GS1 and all data pools to synchronize via UCCnet™ (1SYNC) with its trading partners, including the likes of Wal-Mart.

### Cactus Solution

Cactus Commerce has developed Cactus GDS Accelerator for BizTalk to help CPG manufacturers like HP take full advantage of the GS1 Global Registry. Utilizing the robust integration capabilities of BizTalk Server, Cactus GDS Accelerator provides a cost-effective way for HP to quickly connect to 1SYNC, manage communications with their 1SYNC trading partners, and integrate real-time data into existing product management systems. The solution was developed in a two-tier distributed configuration with a dedicated Microsoft SQL Server and a separate server, an HP ProLiant DL580 4-way processor, running BizTalk Server 2004 with Cactus GDS Accelerator software. The Cactus team collaborated with the implementation team from HP (Consulting and Integration Services) on their BizTalk Server 2004 implementation and integrated Cactus GDS Accelerator into the HP enterprise environment. Cactus customized the GDS Accelerator product information workflow into HP's business and integrated it with the HP B2B gateway which provided the AS/2 messaging to 1SYNC.

<b>SOLUTION</b>	Global Data Synchronization
<b>PRODUCTS</b>	Cactus GDS Accelerator for BizTalk Server; BizTalk Server 2004
<b>INDUSTRY</b>	Consumer electronics

### CLIENT



“CACTUS GDS ACCELERATOR WILL CONTINUE TO SUPPORT OUR FUTURE BUSINESS INITIATIVES, WHETHER THEY INVOLVE EXTENDING CONNECTIVITY TO ADDITIONAL RETAILERS AND DATAPOOLS OR OFFERING THIS STRONG SOLUTION TO OUR MUTUAL CUSTOMERS.”

Daniel Sweeney  
*Manager, Worldwide Enterprise Integration Services, HP Consulting & Integration*

## Solution Benefits

Leveraging the robust integration capabilities of BizTalk Server, Cactus GDS Accelerator provides a cost-effective way to quickly connect to 1SYNC, manage communications with trading partners and integrate real-time data into existing product management systems. HP's Global Data Synchronization with the 1SYNC and the Global Registry provides significant improvements in data quality and accuracy. Cactus GDS Accelerator ensures that all 1SYNC version updates are fully supported and will also support HP's future data synchronization needs with other certified global data pools and customers alike. For Suppliers like HP who must meet retailer mandates from Wal-Mart, Target, Lowes, etc. to connect to 1SYNC, Cactus GDS Accelerator allows them to do so with minimal investment and minimal impact on existing systems, processes and infrastructure.

## Result

Cactus GDS Accelerator for BizTalk leverages HP's existing Microsoft platform. Familiarity with the software enabled HP to quickly and easily meet Wal-Mart's 1SYNC compliance mandate.

"Cactus worked closely with HP Services to define the user requirements and fine-tune the GDS Accelerator for BizTalk software in order to meet the needs of their integration project and achieve mandate compliance by the deadline of January 2005," said **Daniel Sweeney, Manager, Worldwide Enterprise Integration Services, HP Consulting & Integration**. "Meanwhile, the flexible and scalable design of the Cactus solution ensures that it will continue to support our future business initiatives that include extending connectivity to additional retailers and datapools, as well as offering this strong solution to our mutual customers."

## Cactus GDS Accelerator for BizTalk Server

Cactus GDS Accelerator for BizTalk Server 2004 allows manufacturers like HP to quickly and easily connect to 1SYNC and the GS1 Global Registry, and integrate accurate real-time data into existing management systems, laying the foundation for successful RFID deployments.

Utilizing the robust integration capabilities of BizTalk® Server 2004, Cactus GDS Accelerator provides a cost-effective way to quickly connect to 1SYNC and the WWRE, manage communications with trading partners, and integrate real-time data. This solution can reduce the costs and business impact associated with trading-partner integration for manufacturers and retailers.

Through consistent, timely updates (in step with each data pool's regular update schedule), Cactus GDS Accelerator provides companies with a cost-effective way of keeping their collaborative commerce platform up to date.

For more information on Cactus GDS Accelerator for BizTalk, visit:

<http://www.cactuscommerce.com/GDS> or

<http://www.microsoft.com/biztalk/evaluation/cactus/default.asp>

## Who is Cactus Commerce >>>>>>>

Cactus Commerce is an e-business software and services provider dedicated to helping companies bring more efficiency to their complex business processes with integrated B2B solutions that lay the foundation for the move towards RFID. A Microsoft Gold Certified Partner, Cactus develops and delivers rapidly deployed, cost-effective and extensible TPI, GDS and RFID software solutions. Cactus complements its packaged software offerings with an array of professional services and unique industry expertise, enabling companies to take full advantage of their existing and future technology investments.



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