

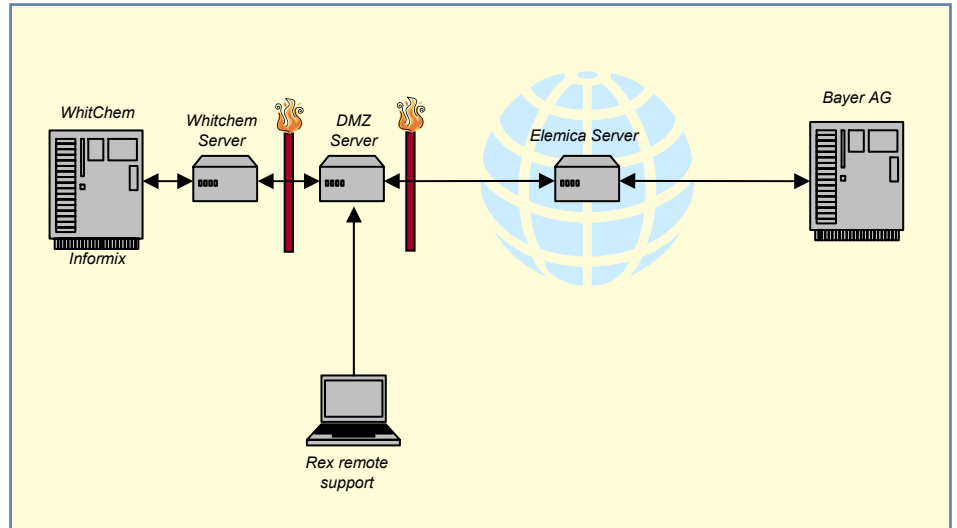
WhitChem Limited

Case Study

Rex has designed and implemented a solution which enables WhitChem to connect to one of their principals, Bayer, via Elemica. The solution is designed for multiple connections either via Elemica or direct to any trading partner, which are compliant with the CIDX Chem eStandards. It currently supports 5 CIDX messages (Purchase order, Purchase order response, Purchase order change, Advanced Shipment notice and Invoice). The solution was implemented using Microsoft BizTalk to connect WhitChem's bespoke Informix business system to Elemica. The solution includes tools to monitor the messages and manage exceptions. A secure remote connection enabled remote implementation and testing of the solution. This ensured that cost was minimised and that Rex was able to provide "on demand" support during the initial production period.

"The electronic integration of the supply chain was completed on time and within budget and will ultimately bring significant reductions in administrative costs and elapsed time savings for the whole purchase order process, benefiting suppliers and customers alike, and ensuring our successful relationship with Bayer AG will continue."

Jonathan Rowley, Commercial Director, WhitChem Limited



WhitChem Solution System Architecture

Project Schedule

- **January**
Decision to proceed at strategy meeting with Bayer
- **February**
eBusiness Readiness assessment with Elemica
- **5th March**
Kick-off meeting with Rex on-site
- **14th May**
Go live (Phase 1: Purchase Order, Purchase Order Response, Purchase Order Change)
- **16th June**
Go live (Phase 2: Shipment Notice, Invoice)

About WhitChem

WhitChem is a specialist chemical distributor serving the UK market. WhitChem provides a valuable service to its major global suppliers by providing technical service, warehousing and distribution to over 2000 customers. It has recently connected to one of its major principals (suppliers) via Elemica in order to improve service and reduce costs for these critical relationships.

About Rex

Rex is an independent Consultant and Systems Integrator that delivers supply chain and manufacturing solutions to the global oil and chemical sector. Rex was established in 1983 and is headquartered in the UK. (www.rexprocess.com)

rex

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