

“GXS has helped to develop a world class trading platform that has allowed us to integrate our European customers, reducing costs and improve customer service levels”

— OSRAM EUROPE



Osram Develops a Platform for Integrating its European Trading Partners

GXS Trading Grid® Messaging Service provides an integrated messaging platform to link to Osram’s trading partners around the world

Corporate Profile

Leading Supplier of Automotive Lighting Solutions

Based in Munich, Germany, Osram GmbH employs more than 40,000 employees globally and is one of the top two automotive lighting manufacturers in the world. Osram has 49 factories in 19 countries and sales in 2006 reached 4.6 billion euros. Celebrating a centenary in business, the Osram brand name dates back to 1906 and is one of the oldest trade names still recognised throughout the world. Today, Siemens AG is the sole shareholder in Osram GmbH.

Osram enjoys a leading reputation, not just in size but in expertise. Outlay on research and development spend is more than 5% of sales and belief in innovation as a growth driver is strong within the company. Today, around one third of sales comes from opto-electronic semiconductors, electronic control gear and lamps that are electronically operated.

Osram is the world’s number one supplier of automotive lamps and LED solutions for vehicles and are a market leader in the field of electronic control gear (ECG) for lamps. Their optical semiconductors business is growing rapidly and has taken on a major strategic importance for the company. Innovation in products, materials and techniques is of paramount importance, while concern for the environment and consistent superb quality also rank high in Osram’s corporate considerations.

The Business Challenge

Establish an Integrated European Trading Platform

The exchange of data between Osram’s business units and its trading partners, who are geographically dispersed around the world, continues to be a major problem for the company. One of Osram’s key business requirements is to manage the various and diverse needs of business partners efficiently and seamlessly.

The sourcing of materials, supplies and deliveries across many locations means that automated communication is of prime importance. Partners invariably have their own preferences for standards—amongst a range of different data exchange protocols, communication technologies and ways of conducting business and managing processes. Getting all partners on to ‘the same page’ so that data exchange is seamless is a daunting project. Osram recognised the need in Europe to consolidate into a single integrated



EDI infrastructure so that 40,000 electronically enabled trading partners would benefit from a vastly improved messaging infrastructure.

Osram exchanges a full range of electronic documentation, including customer orders, amendments, order acknowledgement, delivery advice and shipping notices, which is required for smooth business transactions with its trading partners. Invoicing and remittance advice notices are also crucial for correct and accurate processing of accounts and reconciliation. The ability to accommodate a variety of formats in which these can be transacted automatically—be that XML, VDA or EDIFACT—is of crucial importance for Osram.

The Solution

Trading Grid® Messaging Service

Osram selected GXS' technology some 15 years ago and has not looked back since. The longstanding partnership has meant continuity and peace of mind in the failsafe delivery and quality of services, something that Osram values highly. With a head office in Europe, it has made sense for Osram to have the best possible systems in place in this region with which to communicate efficiently with partners. As a long term EDI Express customer, available on the suite of offerings on GXS' Trading Grid®, Osram can offer integration to all electronically enabled trading partners. This guarantees a reliable and 'always on' service and the range of data formats and protocols accommodated on the Trading Grid has meant that consolidation for Osram in the European region, and throughout the world, has been easy, secure and fast—particularly when adding new partners to the network.

The Results

Reduced Costs, Improved Service Levels and Greater Visibility

GXS' Trading Grid offers an off the shelf solution for partners, regardless of disparate needs and enables instant interconnection. This reduces costs for Osram and its trading partners while at the same time offering consistently higher quality service levels to the various business departments involved. Visibility into the back office systems enables a greater business advantage for all parties.

Offering a firm basis for ongoing partnership, Osram sees the continuing expansion of services for partners across the world as an important commitment. Knowing that it can rely on GXS' expertise, Osram has the peace of mind that new trading partners can be added quickly to the network and 'hit the ground running' with a minimum lead time and are shielded from unnecessary complexity. Osram has seen a notable increase in the number of European partners requesting EDI connections to their trading platform.

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About GXS

GXS is a leading global provider of B2B e-commerce solutions that simplify and enhance business process integration, synchronization and collaboration among trading partners. Organizations worldwide, including 75 percent of the Fortune 500, leverage the GXS Trading Grid® to extend supply networks, optimize product launches, automate warehouse receiving, manage electronic payments and gain supply chain visibility. With an unmatched global presence, proven trading partner management and B2B outsourcing services, GXS's on-demand solutions maximize the benefits of integration for businesses. Based in Gaithersburg, MD, GXS's extensive global network serves customers throughout the Americas, Europe, the Middle East and Africa and Asia Pacific regions. GXS can be found on the Web at www.gxs.com.