SAP BusinessObjects™

SAP Customer Success Story
High Tech

3COM

SAP® BusinessObjects™ SOLUTION HELPS HIGH-TECH COMPANY NEGOTIATE COMPLEX REGULATIONS

"SAP is a very good partner. They understand how their software solutions can be fine-tuned to meet the needs of our industry. They keep in regular contact with us, and they help us leverage and extend the application to its fullest."

Jerry Kelly, Chief Information Officer, 3Com Corporation

QUICK FACTS

Company
- Name: 3Com Corporation
- Location: Marlborough, Massachusetts
- Industry: High tech – networking infrastructure solutions
- Products and services: Enterprise and small-business networking and security solutions
- Revenue: US$1.3 billion
- Employees: 6,500
- Web site: www.3com.com
- Implementation partner: SAP® Consulting

Challenges and Opportunities
- Comply with U.S. trade regulations prohibiting sales to "denied parties"
- Reduce total cost of ownership

Objectives
- Integrate process with order-to-cash sales cycle
- Integrate solution with existing infrastructure
- Minimize required customization

SAP Solutions and Services
SAP BusinessObjects™ Global Trade Services application

Implementation Highlights
- Completed implementation in 3 months
- Put effective process in place
- Used integrated application approach
- Had strong internal and management support
- Conducted comprehensive user training

Why SAP
- Support for "denied parties" screening
- Effective integration with existing SAP software infrastructure
- Strong existing relationship with SAP
- Comprehensive customer support
- Value of single-vendor solution

Benefits
- Enhanced regulatory compliance
- Confidence in compliance process
- Minimal noncompliance penalties
- No requirements for additional staff to support solution as business grows
- Agile scalability
- Enhanced business and reputation

3com

"For anyone going down the road with SAP, I recommend staying with other SAP solutions for ease of data integration. You don't have to maintain master data in different point solutions."

Kathleen O'Neill, IT Programs Director, 3Com Corporation

www.sap.com/contactsap

Technology firms like 3Com Corporation face a complex array of trade regulations in the United States and other countries. Based in Marlborough, Massachusetts, 3Com is a leading global provider of enterprise and small-business networking and security solutions. With customers in over 180 countries, 3Com must comply with the regulatory demands of international trade. More specifically, the company must be sure its customers meet U.S. federal government requirements. As a result, 3Com needed the ability to validate customer compliance and to integrate regulatory checks into its sales cycle. In order to automate compliance – including checking the "denied parties" list and other customs requirements – 3Com implemented the import and export management functionality of the SAP® BusinessObjects™ Global Trade Services application.

Maximizing Compliance

When 3Com set out to find the ideal application to manage compliance, CIO Jerry Kelly identified four requirements: provider viability, ease of implementation, low total cost of ownership, and minimal customization. For 3Com, SAP BusinessObjects Global Trade Services was the obvious choice. 3Com already used SAP software, so integration of additional SAP solutions would be straightforward.

Kelly wanted an automated and accurate solution. Excessive false positives – compliant transactions mistakenly flagged as noncompliant – would mean expensive manual validation. On the other hand, any transactions the software failed to identify as noncompliant could result in shipment delays at borders, fines, and loss of customer confidence.

Processing Thousands of Transactions Daily

The implementation took about three months, with no significant problems and minimal help needed from SAP. The newly automated trade, compliance, and customs processes are embedded in the company's order-to-cash cycle, and 3Com now uses the application to process thousands of transactions daily. Moreover, 3Com no longer worries about noncompliant transactions with denied parties or shipments held up at borders for customs violations. Being able to meet its international delivery commitments and demonstrate compliance has greatly enhanced 3Com's business and reputation.

Looking Ahead

3Com is evaluating industry-specific solutions from SAP, perhaps to replace in-house solutions. Kathleen O'Neill, IT programs director at 3Com, says: "For anyone going down the road with SAP, I recommend staying with other SAP solutions for ease of data integration. You don't have to maintain master data in different point solutions."

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