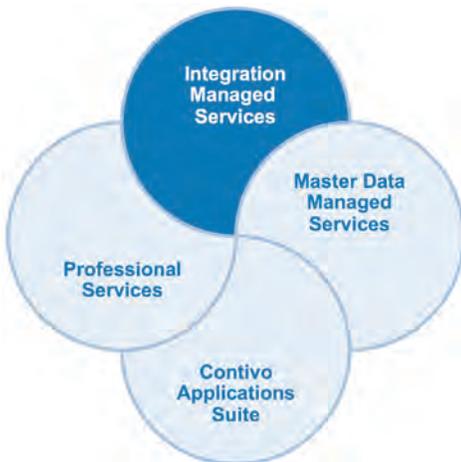




FREEDOM FLEXIBILITY FORWARD

CASE STUDY



Background

With approximately 9 million acres of land managed in the United States alone, International Paper is one of the world's largest private landowners and operates according to the principles of the American Forest & Paper Association Sustainable Forestry Initiative.

Challenge

Understanding the value of integrating with buyers and suppliers, International Paper was about to embark on the implementation of a business-to-business integration strategy that would ultimately electronically connect the company to thousands of business partners. A recognized leader in electronic commerce, IP envisioned a future when trading partners would be connected in real-time to a single infrastructure leveraging common standards.

IP's technical and business leaders realized that making this vision a reality would take a series of affordable, achievable steps. The current state – a complex EDI infrastructure and application architecture that had grown through multiple acquisitions, plus trading partners transacting in dozens of formats – would need to evolve in a manageable way.

Solution

Leaders at IP knew that real-time communication would enhance the company's relationships with business partners. They believed that customers would benefit from easier and more automated transactions, fewer errors, and more readily accessible information, ultimately creating more satisfied, more loyal customers for IP.

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Results

“We knew we had a long way to go to reach our goal of a single real-time infrastructure,” commented Steve Breaux, Director of Enterprise Architecture, International Paper, “but we thought Liaison was a logical place to start. We liked the concept of a single connection point – it just makes it simpler and less costly to reach our diverse trading partners. We can use this one connection to communicate with just about everyone, whether a supplier or a buyer who uses an e-commerce application. We're looking forward to working with Liaison to reach our future state.”

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- Steve Breaux
Director of Enterprise Architecture

About Liaison Technologies

Liaison Technologies helps companies transform themselves into real-time enterprises. Clients are able to maximize profits through shortened time-to-market, improved supply-chain flow and synchronized product information. More than 5,000 organizations have benefited from Liaison Technologies' consulting services, and its real-time transaction network, Contivo VMS® software platform, master data management, product information management and industry wide e-commerce solutions. Operating one of the world's largest real-time transaction hubs, Liaison Technologies-managed services enable more than 4 million transactions per month.



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