

► Draka Holding, N.V.

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—REIN SMEDINGA, PROJECT MANAGER, BUSINESS TO BUSINESS, DRAKA HOLDING, N.V.



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► seamless communication between disparate business systems.

Business Issues

Draka Holding, N.V. has two major divisions comprised of more than 60 companies that manufacture thousands of industrial and telecommunications cable products. As a holding company that has grown through acquisitions over the past 15 years, Draka uses multiple enterprise resource planning (ERP) systems. In support of its business integration strategy, Draka adopted a service-oriented architecture (SOA) approach to overcome the challenges of maintaining heterogeneous IT systems.

To improve process efficiency while avoiding the cost of replacing disparate ERP systems, Draka chose to implement SSA Integration as an essential part of its SOA, named Draka Enterprise Service Bus (Draka ESB).

The Company

Draka Holding N.V. (Draka) is the holding company of a number of operating companies which are engaged worldwide in the development, production and sale of cable and cable systems. Draka focuses on two groups: communication cable (Draka Comteq) and low-voltage and special-purpose cable (Draka Cableteq).

The activities within these two groups are organized into divisions. Draka Comteq consists of the Telecommunication Cable, Multimedia Cable and Optical Fibre divisions. Draka Cableteq consists of the Low-Voltage Cable, Elevator Products, Cable for Marine, Oil & Gas, Mobile Network Cable, Rubber Cable and Transport Cable divisions.

Draka has 67 operating companies in 26 countries. Draka is the fifth largest cable manufacturer worldwide with a total employment of 8,600 and annual revenue of €1.7 Billion.

company	Draka Holding, N.V.
solution	SSA® Open Architecture, SSA OnePoint™ Services
product	SSA Integration, SSA OnePoint SDC
platform	Multiple
database	Oracle®, MS/SQL and IBM® DB2®
industry	Industrial Machinery and Equipment
customer revenue	EUR €1.7B
employees	8,600
country	The Netherlands

What's Critical

Draka has grown to become a complex holding company with thousands of products manufactured. Because the company has grown through acquisition and has multiple ERP systems, it is necessary for them to have a business integration strategy that enables business and product managers throughout the organization to work together more efficiently. The new strategy needs to help eliminate duplicative efforts and automate processes to reduce errors, costs and transaction time.

“Business integration plays an important role in our overall corporate vision,” says Rein Smedinga, project manager, business to business, Draka Holding, N.V. He explains that given Draka’s complexity, fulfilling customer demands often requires the sales organization to arrange for products to be manufactured by multiple Draka companies in multiple countries. “This makes it critical for different Draka companies to work efficiently together,” he says. “We needed an SOA so we’d have reliable IT tools for exchanging information such as stock levels and order status and for carrying out basic business processes like sending and receiving orders and confirming orders.

Since SSA ERP is one of the major ERP systems within the Draka organization, it was essential for the IT integration strategy to assure that each installation worked well with the corporate-wide broker solution from Vitria®.

Finding the Right Solution

Draka implemented an SSA Integration solution that included business object interfaces technologies and SSA Adapters.

One important aspect of the company’s business integration strategy, the Draka ESB, is that the enterprise systems throughout the holding company do not need to communicate directly with each other. The technical connections are simplified because they only need to exchange information with the corporate-wide integration broker. SSA Integration fulfills this requirement for the multiple SSA ERP systems in place.

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“

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► operational agility from standardized business process integration.

“At Draka, we have a very lean IT staff so the availability of technical experts from the SSA OnePoint Solution Development Center (SDC) is playing an important role in our implementation strategy,” says Smedinga.

Implementing Fast

Smedinga explains that the first implementation of a new business function (business object interface) for a site using a particular version of SSA ERP takes approximately two weeks. The next implementation at another site can generally be completed in a matter of days.

Draka has a well established blueprint for its technical integration strategy, called DrakaCommon. This integration architecture includes business object definitions, attributes and mapping tables that reconcile the different ways two facilities view product information. For example, if a Draka production facility in one country measures cables in total length (e.g. 5,000 meters for a specific order) and another facility in another country measures in increments of 10 pieces (i.e. 10 rolls of 500 meters), the mapping tables that are part of DrakaCommon facilitate “translation” so managers at each facility can view the orders in their own terms.

“With our focus on business alignment and the DrakaCommon business object definitions, we are able to give very specific direction to the SSA OnePoint Solution Development Center,” Smedinga says. “The result is that, with very little effort, we can roll out the integration to a new facility.”

Making it Pay

SSA Integration is making a significant contribution to the overall success of the Draka ESB business integration strategy. “SSA Integration is helping us speed up our processes and eliminate redundancies and errors,” Smedinga says: “Where our employees used to have to fax or phone another Draka company, they can now communicate electronically and, in less than a second, receive a response in the terms they use to manage their business. This new method of communication complies with all of our internal standards and has helped us eliminate a lot of inefficient manual efforts.”

With multiple companies using different SSA ERP products, Draka has benefited from the ability of SSA Integration to be implemented at different locations quickly and with very little modification.

As for the broader benefit of the Draka ESB, Smedinga says the business integration strategy is helping Draka achieve cost savings across the holding company through higher levels of standardization and streamlined communications between sales organizations and production facilities.

“We can more easily align product codes, labels, prices and other product information, which orchestrates better interactions within the company,” Smedinga says. “With very little impact on our IT costs, we can grow the system in any direction to include more systems, more functionality and other business processes with our business partners.”

Forward Faster™ - Into the Future

According to Smedinga, Draka plans to continue deploying SSA Integration as part of its service-oriented architecture. “We’ve established an excellent process for using SSA Integration and the SSA OnePoint Solution Development Center for making our facilities part of Draka ESB,” he says.

about SSA Global

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