



*Manage, Automate and Optimize  
Business Processes.*

## **Case Study**

### **Automotive APQP connectivity with Integration Acceleration Server (IAS)**

Adeptia and Powerway deploy solution to automate Fortune 10 Global Automobile Manufacturer's APQP data accessibility

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## The Customer

Powerway's hosted application allows automated collaboration of production parts quality data resulting in significant efficiencies, errors reduction, cost savings and acceleration in design and launch of new vehicle models

Powerway, Inc., a privately-held technology company founded in 1987, provides e-business solutions, leading edge software, and professional services for enhanced collaboration within and among organizations operating in industries characterized by multi-tier supply chains, such as automotive, aerospace, electronics and pharmaceutical / medical devices.

Within the automotive industry, Powerway offers Powerway.com as the leading hosted application for Advanced Product Quality Planning (APQP) communication and collaboration. Powerway.com allows OEMs and suppliers to collaborate as a virtual extended enterprise.

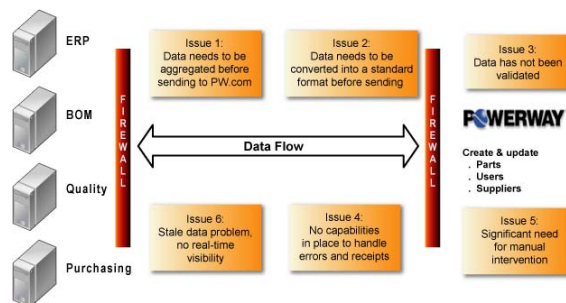
Leading automotive companies such as Daimler-Chrysler and GM, among others, and hundreds of suppliers have adopted Powerway.com as the standard APQP solution.

## The Problem

To handle large volume of part quality data, Fortune 10 Manufacturer wanted automated integration to hosted application to complement the web-based portal interface

Fortune 10 automotive manufacturer deployed Powerway.com as a tool for organizing and sharing the APQP information with its supply chain. However, connectivity was required between the client's systems and back-end infrastructure to Powerway.com for managing the sheer volume of APQP data regarding all the parts that were involved in their different new vehicle programs.

- At automotive OEMs and suppliers the information (general part quality and usage part data etc) on production parts for new automobile programs was distributed among disparate systems with many different departments and plants.
- Production parts information was stored in non-standard formats.
- Information was not easily accessible and could not be transported to a single repository for AQPQ implementation.



- The internal systems did not have information that was consistent with the online data repository at

Powerway.com. This resulted in lack of real-time visibility.

- IT staff did not have subject matter expertise on Powerway.com integration to build this automated integration interface.

## The Solution

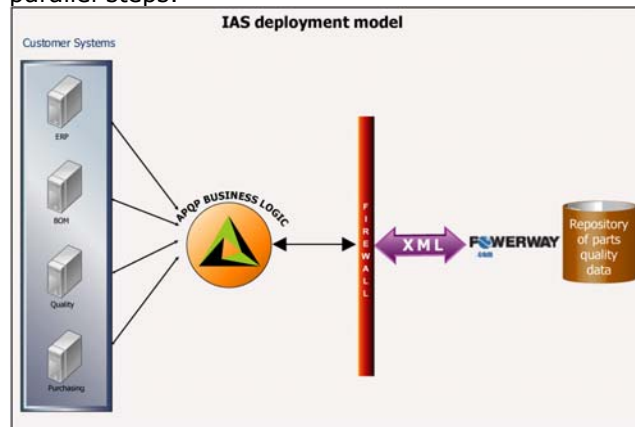
Collaboration between Adeptia and Powerway resolved this persistent problem in just 4 months while previous efforts that spanned over 18 months were not successful

Adeptia and Powerway partnered to pre-build industry standard integration workflows, processes and connectivity to Powerway.com. Adeptia provided the technology and core competence in supply chain integration and B2Bi while Powerway provided the domain expertise in the unique workflows and business rules associated with structuring and integrating the customer data according to Powerway's APQP integration requirements. The result of this association is a single, complete product called **Integration Acceleration Solution (IAS)**.

## How does the solution work?

IAS provides a standardized way of interfacing Powerway's customer with Powerway.com. IAS incorporates Powerway's integration business rules to mask the complexity and minimize the integration effort.

Fortune 10 manufacturer posts the data to IAS through HTTPS as ebXML messages. IAS parses the messages, decodes and extracts the data from the messages and processes in multiple sequential and parallel steps.



IAS with its APQP business intelligence and Powerway integration rules determines the actions that need to be performed at Powerway.com. Action instructions are sent out to Powerway.com

as XML messages over HTTPS. IAS keeps track of all the messages sent out and processes them when receipt XML messages are posted back to IAS from Powerway.com. These actions include creating, updating and removing entities like users, suppliers, parts, menu lists, projects and activating, deactivating users, assigning users to projects, assigning part to projects, assigning methodologies to projects, canceling projects, reassigning projects, shuffling parts between projects etc.

IAS synchronizes processing of all the batches by determining the priority of files grouped in the batches. It sends notification to IAS administrators when something unexpected is received in the data, and helps manage exceptions. With high volume data handling capability, IAS processes as many as 80,000 part messages per day.

## Solution Highlights

Synergy of pre-built components and domain expertise translate to the solution being 80% complete out-of-the-box. The rest is that only 20% effort is unique to each new customer deployment



**Dynamic business rules to automate APQP:** APQP data integration can be fully automated irrespective of volume and complexity of information, and incompatibility of existing technology infrastructure.

**Ready to use solution:** Powerway can address similar business needs of other manufacturing companies. The solution in its existing form is 80% complete. To meet requirements specific to each

customer, a customized layer (remaining 20%) is quickly added to IAS at time of deployment.

## Strategic Value for Powerway

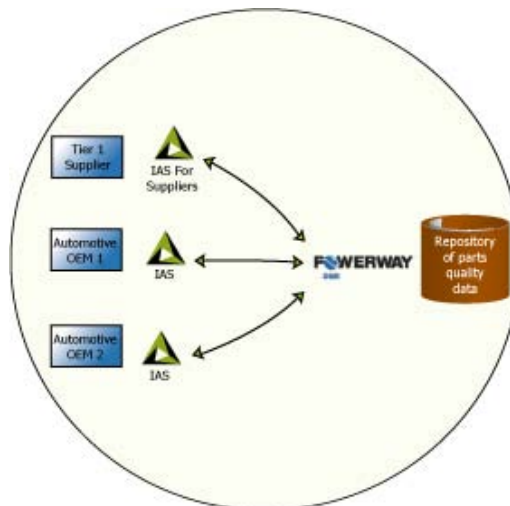
### Rapid expansion of Powerway.com usage in major OEMs

Large OEMs can now extend usage of Powerway.com for APQP management across multiple divisions, additional new vehicle programs and more suppliers.

### IAS included in the Powerway product portfolio

IAS, with Adeptia's technology at its core, has been productized and is a key element of Powerway's product portfolio. It is offered either as a discrete integration solution for connecting to Powerway.com or as a component element of a larger "end-to-end" Powerway solution.

Unique solution: Powerway.com with IAS Integration



### IAS as an integral part of Powerway.com

IAS allows Powerway to meet scalability needs of its customers and provides them a better experience leading to reduced costs and higher operational efficiency.

## Benefits to Fortune 10 Manufacturer

Powerway's Fortune 10 customer experiences the following benefits of IAS today. Naturally, these would be extended to other customers that would deploy this unique solution in future:

Rapid and easy implementation saves up to 60% in cost and time to market

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**Improve time to market:** Automation of APQP related data integration drastically reduces the time required to complete the process cycle. So products can be brought to the market quickly while ensuring effectiveness of their launch.

**Visibility through suppliers:** Visibility to specifications and change requests leads to improved quality of part supplies delivered by suppliers. Moreover, it helps bring consistency in quality of supplied parts.

**Ensure compliance of quality standards:** Intelligent business rules driven automation ensures that recommended quality standards are implemented stringently and only quality 'passed' parts are moved through the assembly line.

**Lower production cost:** Improved direct materials and better productivity of workers lead to lower production costs.

**Reduce the scope of warranty and recall issues:** Reduction in the number of quality problems and full product and process traceability also helps reduce scope of warranty and recall issues.

**Improve overall product quality and reduce warranty exposure:** Part, product and process traceability helps the customer maintain profitability by reducing warranty costs.

## Summary

Automated data uploads, downloads, document management with Powerway.com  
Real-time visibility  
Improved operational efficiencies

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Designed and developed by combining Adeptia's technology and Powerway's industry expertise, 'Integration Acceleration Server' (IAS) has organized key APQP information for Fortune 10 customer and enabled an easy means for sharing quality information and displaying part readiness at Powerway.com.

Success of IAS has allowed Powerway to leverage this unique solution to provide an easy and quick way for many other automotive manufacturers and suppliers to collaborate and exchange part quality data.

## About Adeptia, Inc.

Adeptia, an enterprise software company headquartered in Chicago, Illinois, provides business process integration technology to easily and quickly automate business processes across supply chains using industry-specific standards. Adeptia's unique product combines business process management with business-to-business integration. Adeptia's reusable and highly scalable technology has been deployed by Fortune 1000 companies. For more information, visit <http://www.adeptia.com>.

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