

**SEAGATE TECHNOLOGY**

Manufacturer of hard disk drives for PCs, high-end servers, and consumer electronics.

Industry: Manufacturing
Geography: Global

Deployment Summary

- Seagate® Information Bus integrates diverse applications and systems, and automates order management.
- Seagate Business Exchange provides XML gateway for exchange of transaction data with more than 100 partners.
- my.seagate.com portal provides customers and employees with access to Seagate resources.

Benefits

- Enterprise-wide view of all orders in real-time improves Seagate's operational efficiency and customer service.
- Fast, simple integration of new systems enables rapid growth for Seagate, its customers, and partners.
- Reliable system scales to handle 160 percent annual increase in transaction volume.
- Improved relationships heighten customer satisfaction.
- Integrated systems reduce costs for suppliers.



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Business Integration Brings Smooth Sailing to Seagate

Seagate is a world-leading manufacturer of magnetic disk and read-write heads for hard disk drives, designed for PCs, high-end servers, and consumer electronics. The company designs, develops, produces, and distributes all key components that compose its storage devices, giving Seagate greater control over every aspect of its business. In the third quarter of its fiscal year 2002, Seagate shipped more than 15 million disk drives – a new company record.

The late 1990s brought shrinking margins and shortened product life cycles to the PC industry. Prices sunk and competition soared. Seagate – already a market leader with profitable products – realized that the best way to maintain advantage over competitors was to streamline operations and decision making through improved processes among employees, customers, suppliers, and partners.

Free-flowing Information Improves Relationships and Processes

A successful streamlining effort required the free flow of information and access to resources throughout the company, the supply chain, and the company's network of customers and partners. Specifically, Seagate needed to adopt real-time operations that would automatically feed data to

the applications that needed it. The answer was to integrate all applications and systems and move key business processes to the web.

Seagate's first order of business was to improve its order management system. Steve Luczo, Seagate CEO, says the previous system involved so much manual entry that it often recorded orders late – and sometimes not at all. "We would build a drive in Singapore, clear customs, and ship it to Amsterdam for distribution. The drive would physically be in Amsterdam, off the production floor, before the IT system had recorded that order. We had to re-trigger some orders that were simply lost," Luczo says. "Keeping our customers and partners accurately informed wasn't always possible."

To solve the problem, Seagate needed to integrate the many applications that compose its order management system. This would ensure that information could move from one application to another without delays caused by human interaction. Integrated databases would be the source of real-time data for all applications and systems, laying the foundation for the next step: to become a fully web-enabled enterprise that seamlessly connects partners, customers, and suppliers.

Seagate Chooses Technology From an Integration Originator

Seagate selected TIBCO Software Inc. for its business integration solution because TIBCO's offering was broad and scalable, and backed by a strong reputation for successful end-to-end integration.

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Seagate implemented the TIBCO business integration solution to create the Seagate Information Bus – a platform that integrates many diverse applications and systems, allowing people throughout the world to access up-to-the-minute information and communicate in real time. After a speedy deployment, lost orders and delays quickly became a thing of the past. And, Luczo says, Seagate realized it could use TIBCO's solution to put an end to many other nagging business problems. "Once we had installed TIBCO's solution, new uses for the integrated information system emerged," Luczo says. "The flexibility provided by TIBCO generated many new ideas to improve the way we do business."

After streamlining its order management process, the company built the Seagate Business Exchange using the TIBCO business-to-business (B2B) integration solution. Now, automated order entry helps eliminate human errors and time previously required for manual entry. The Seagate Business Exchange also provides a gateway for exchanging transaction data with Seagate's partners, offering a real-time view of inventory,

orders, and shipments. Seagate also used TIBCO's enterprise portal solution to link employees and customers to its network of information via the internet. To further serve its supply chain, Seagate plans to extend web-based access to its network of suppliers.

Efficiency at Seagate Gives Customers a Point of Differentiation

Now that manufacturing and distribution processes at Seagate have become more efficient, Seagate customers are reaping significant benefits. Seagate now provides customers with one resource for ordering products, requesting prices, checking credit status, tracking orders, accessing collateral, and reviewing corporate news. Because Seagate empowers its customers to manage their own business processes more effectively with realtime information, these OEMs and distributors can market their own products faster. This knowledge gives Seagate customers a competitive advantage in their own markets.

Using real-time access to critical data, Seagate can help its suppliers become more efficient. The TIBCO-based solution tracks orders with precision, so Seagate suppliers can control their own inventory costs better than in the past.

Real-time Integration Maintains Seagate's Competitive Edge

TIBCO's solution helped Seagate revolutionize its business. First, integration has paved the way for automated processes, which dramatically streamline administrative and IT costs. Second, because Seagate's information infrastructure is now based on a flexible, open architecture, upgrades and system additions are as simple as connecting

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them to the platform. "We no longer need to allocate dozens of IT people over several weeks to integrate new applications. We plug them into the TIBCO platform and they can communicate with every application on the network," Luczo says. "Seagate can leverage this capability to grow without any IT restraints." In fact, Luczo adds, Seagate has enjoyed steady transaction volume growth of 160 percent per year without any performance problems.

More effective communication with customers and partners has improved the experience of conducting business with Seagate. In fact, in the third quarter of its fiscal year 2002, Seagate increased its personal computer market share to 31 percent and raised its enterprise systems market share to 58 percent. "In the effort to improve operational efficiency, enhance our value proposition to customers and partners, and become a real-time web-enabled enterprise, we also revitalized the Seagate brand," Luczo says. All of those benefits, he adds, enable the most important mission of a leading company in a sink-or-swim market: differentiation.



TIBCO Software Inc. (NASDAQ: TIBX) is a provider of infrastructure software for companies to use on-premise or as part of cloud computing environments. Whether it's optimizing claims, processing trades, cross-selling products based on real-time customer behavior, or averting a crisis before it happens, TIBCO provides companies the two-second advantage™ – the ability to capture the right information at the right time and act on it preemptively for a competitive advantage. More than 4,000 customers worldwide rely on TIBCO to manage information, decisions, processes and applications in real time. Learn more at www.tibco.com

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