



Bridging the Gap Between back-end ERP  
(JD Edwards) and front-end (Oracle Commerce)

A case study of Carolina Biological Supply Company's  
integration of Oracle Commerce to JD Edwards

OR





“The **Good**, The **Bad** &  
The **Ugly** of taking JDE to  
the Web”

# A little insight into your presenter !!

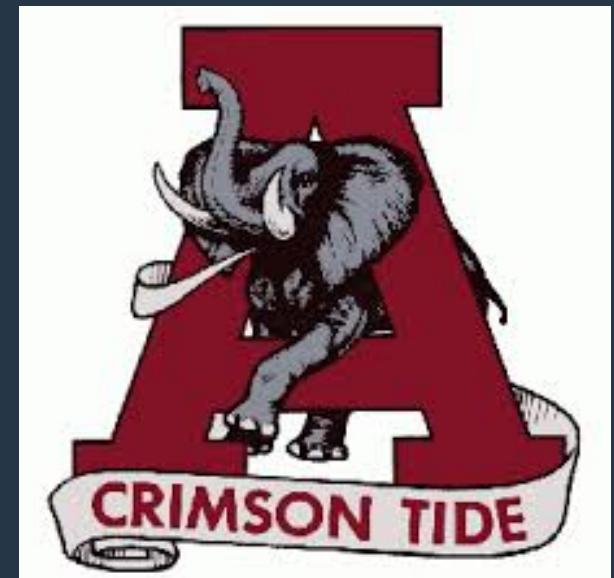
I am from L. A. .... Lincoln, Alabama!!

*Real* Sports Return This Weekend:  
“SEC Football Is Back!!”

“The Good”

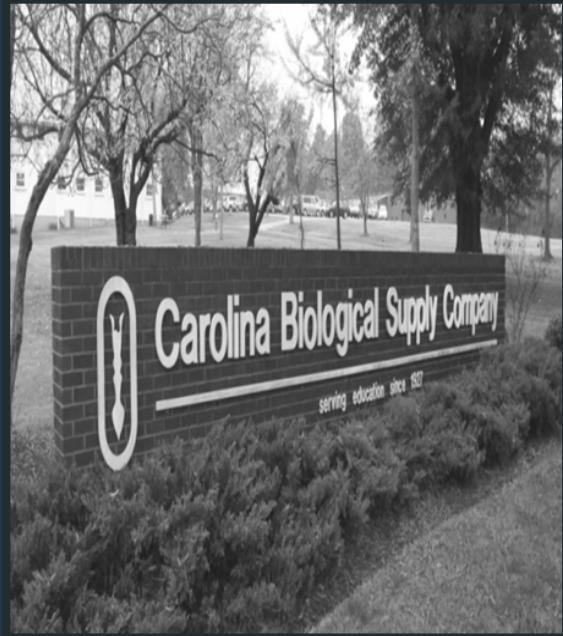
“The Bad”

“The Ugly”



# A little insight into my company !!

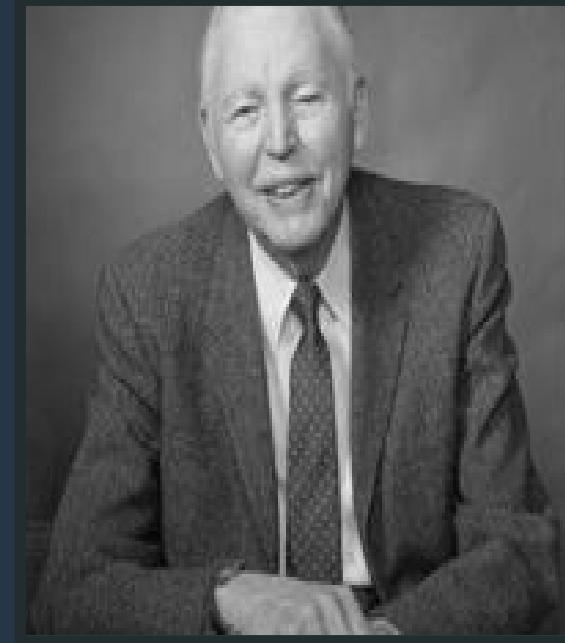
## Established & Respected Company



- Burlington, North Carolina
- 450+ Employees
- 20 Information Services



- Established in 1927
- 50 States
- 125+ Countries



- Dr. Ed Powell Jr., PhD
- Professor, Elon University
- Founder

# Well known in many circles beyond the Education World



- Education & Science
- Leaders



- Hollywood

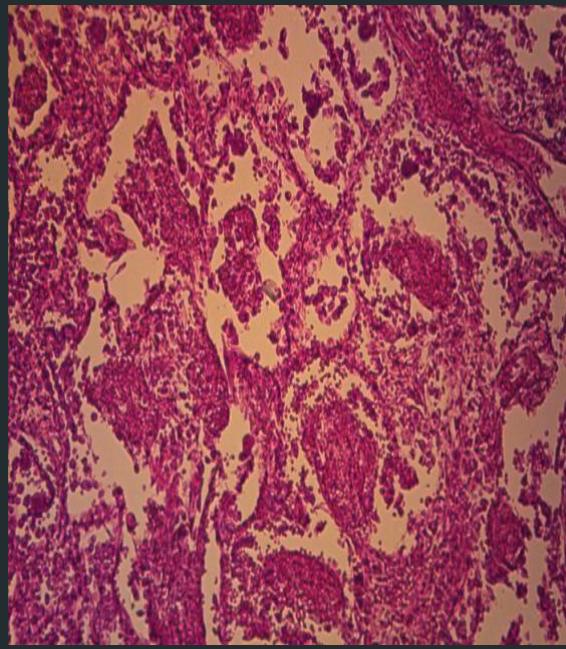


- World Class Oracle Systems
  - JDE 9.2
  - Commerce 11.1
  - OBI 12.2

# With a Diverse Product Line of “Cool Stuff”



- Dangerous, Living, Fragile & Seasonal Stuff !!



- Infected Human Lung
- Scary & Weird Stuff !!



- Really, really, really Cool Stuff !!

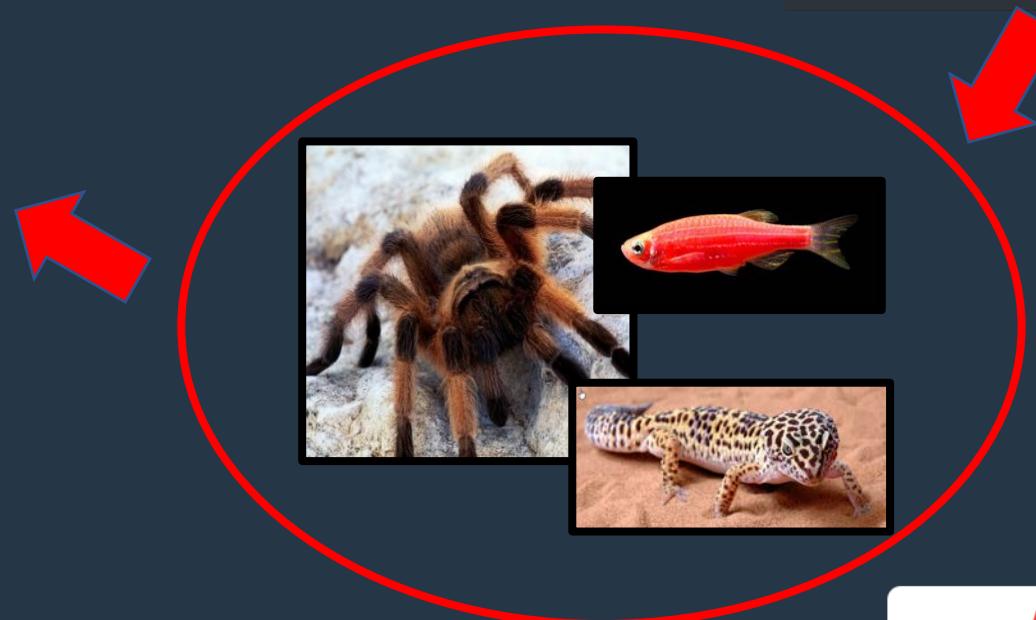
## What Our Customers Want From US

- High Quality Products
- Arrive Alive On Time
- Contracted Price
- Contracted Freight
- Minimal Hassles

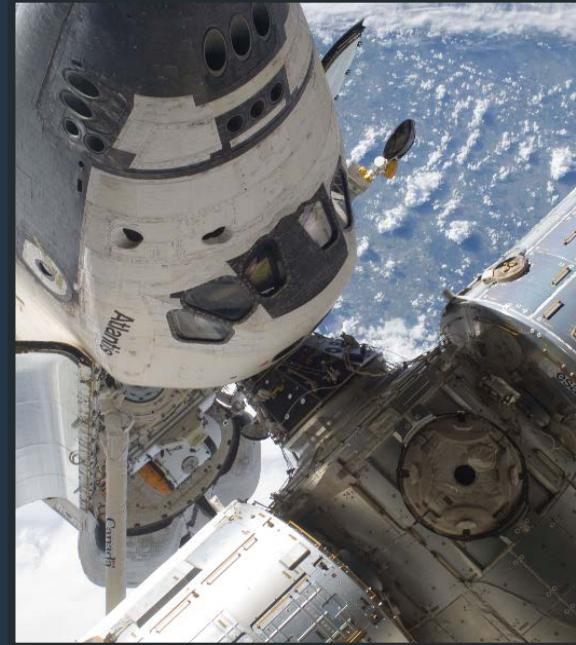
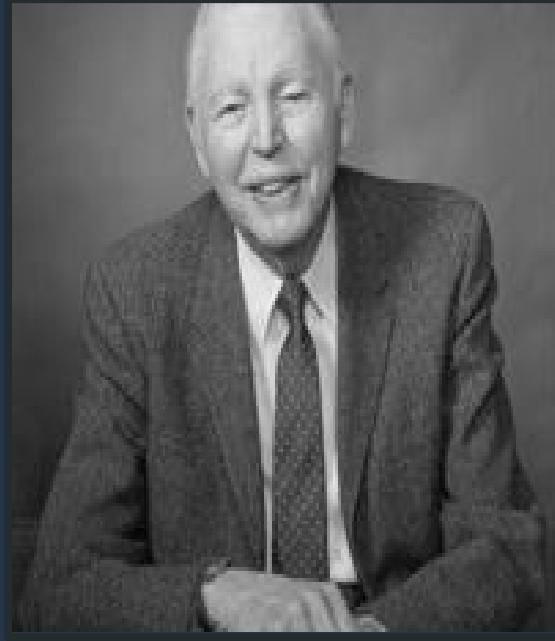


**The Classroom**

**Purchasing Department**



# It's not 1927 anymore!!!!



90 years later it isn't collect & sale....  
Equals Happy Customers!!

**“Don’t let your systems stand in the way of growth”**

- JD Edwards install has become highly sophisticated
- Web is a key selling and content channel
- Online sales have doubled in 6 years
- Catalog-centric eComm platform became obsolete
- Educational procurement is becoming more complex
- JD Edwards bolt on applications are a must
- Our product line is broad and complicated

**“Customer feedback is the foundation of our company”**

- Constant conversation with users (Net Promoter Score)
- Support complex procurement needs in competitive marketplace
- Wrap robust B2B commerce engine in a B2C skin
- Build it once, vary features for different user goals
- Take key features “one step further”
- Bring JDE Features and Business Capabilities to our eCommerce platform

Purchasing managers, lab managers, and administrators

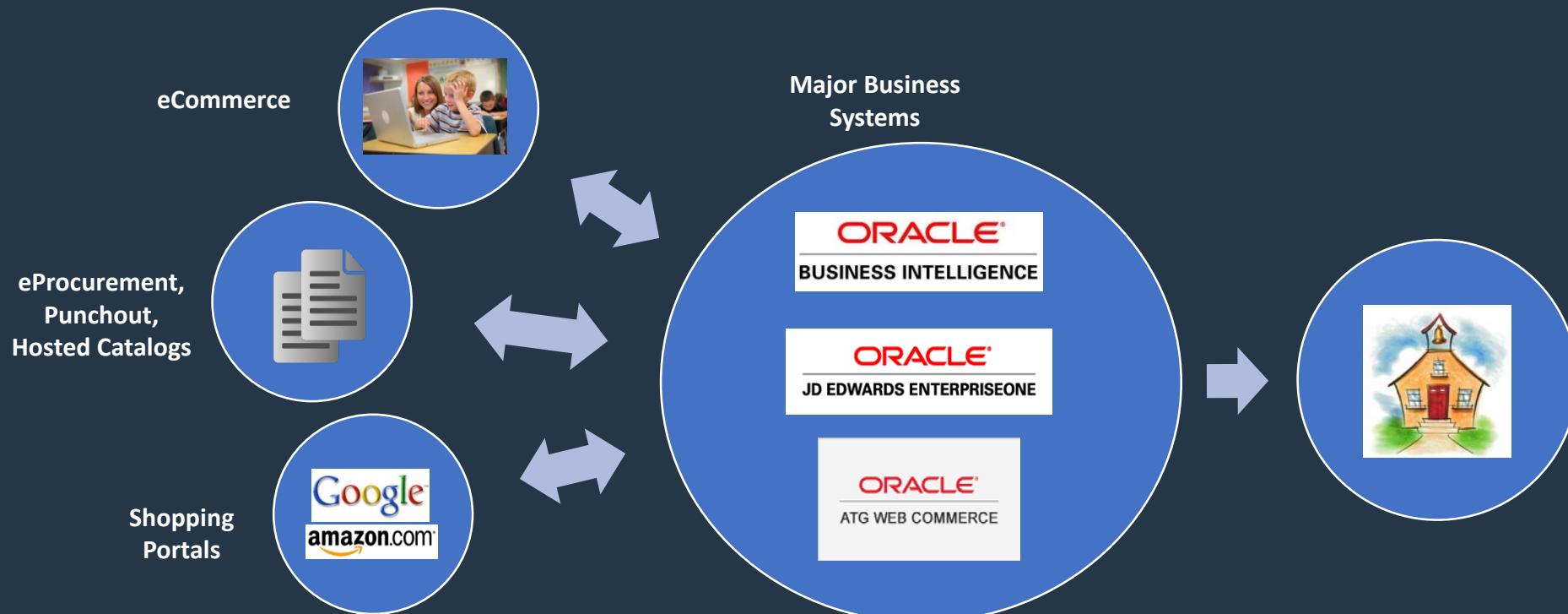
## “The Good”

- Use our systems to do their job
- Get in, get out, move on
  - Mail In, Call Center or Website Orders
- Our systems are just a few of many they use
- They are responsible for the success of others
- Our *systems* are *their systems* !!!
- If our systems are great, we have them locked!!



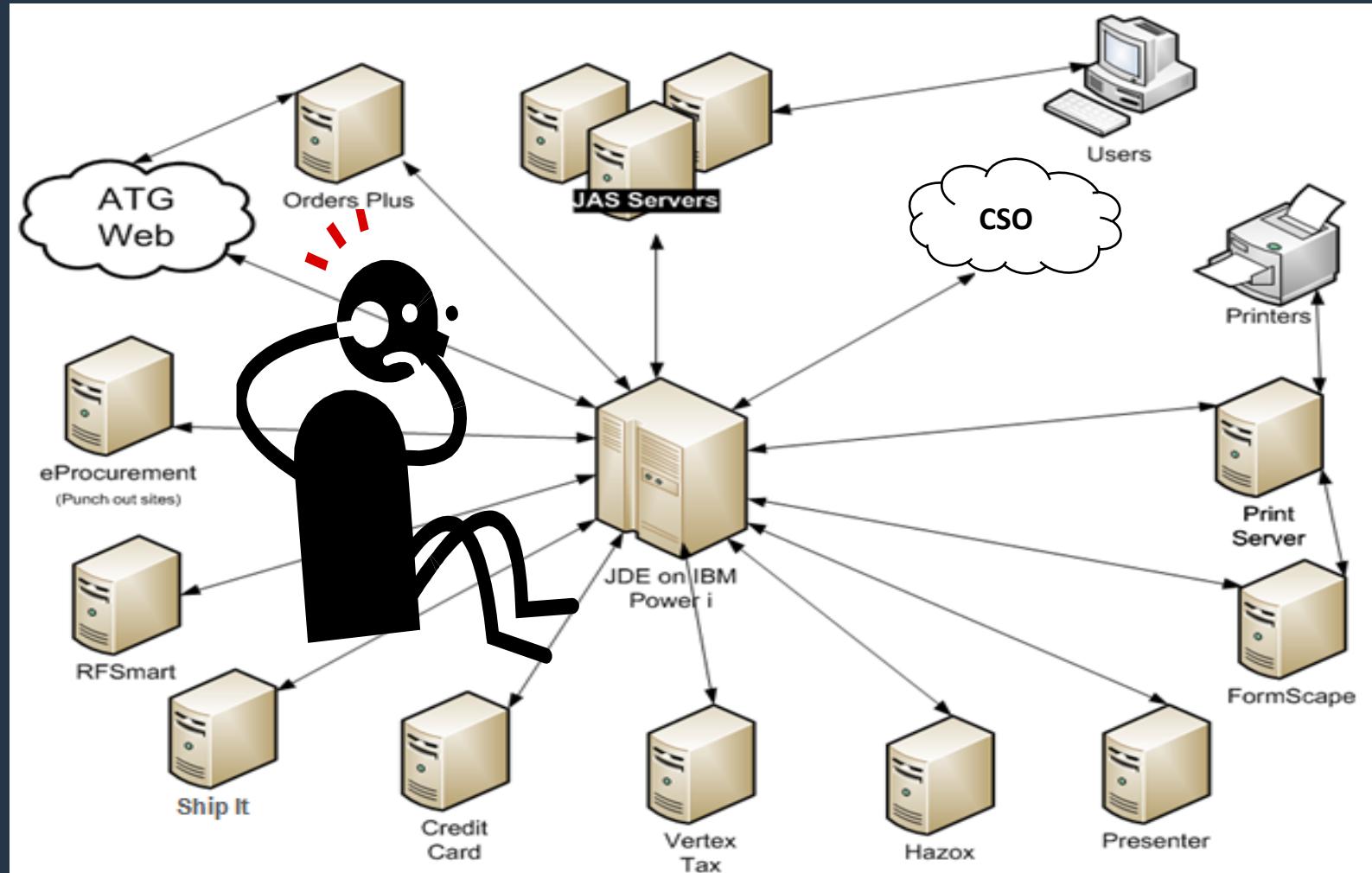
**WARNING:**  
**Pure Marketing Slide**  
**Coming Up Next**

Strong frontend systems + strong backend systems = strong future



Fact Based  
(I.E. Reality Based):  
Technology Slide  
Up Next

Somebody has to make this crap work together and it ain't easy!!



**“The Bad”**

**WARNING:**  
Kindergarten  
Level Joke  
Up Next

# How do you sell a Spider?

**CAROLINA**  
World-Class Support for Science & Math



Via the “Web” of course!!

**CAROLINA**<sup>®</sup>  
World-Class Support for Science & Math

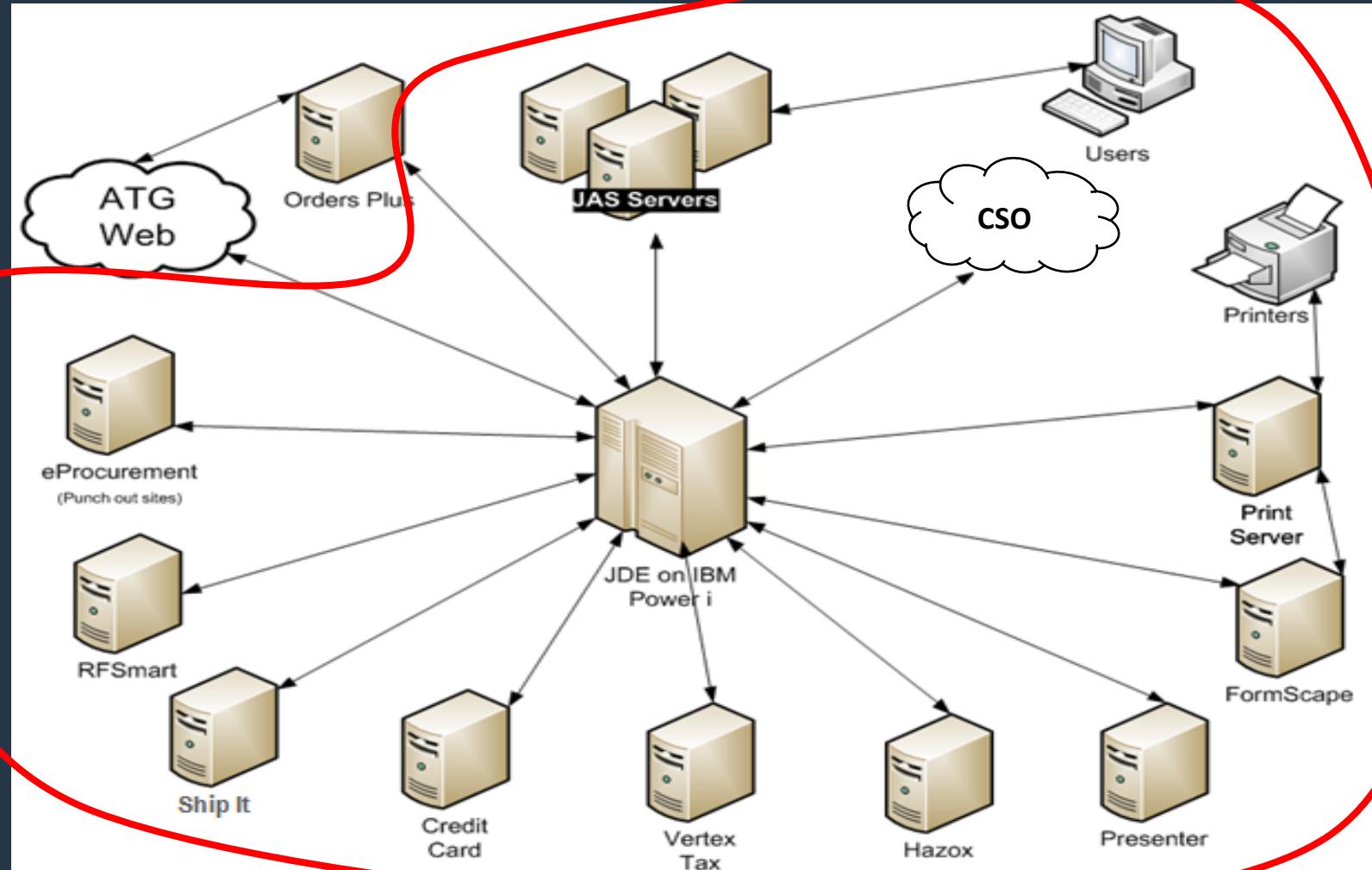


# How do you sell a living venomous spider via the web?



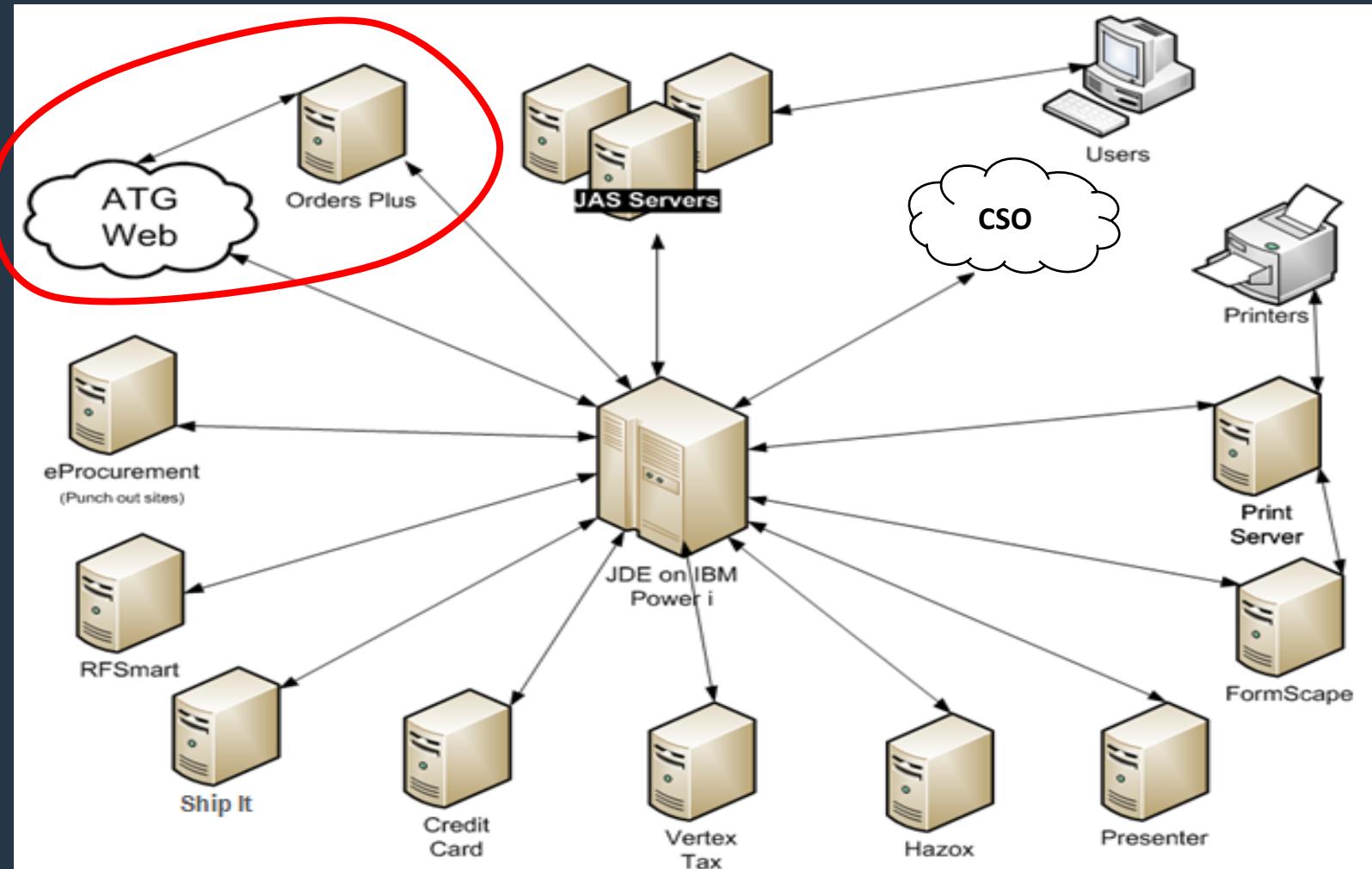
1. Authorized buyer?
2. Authorized “ship to” state/country?
3. Deal with HazMat?
4. Contract pricing?
5. Contract shipping rates?
6. Customer Tax Exempt?
7. Special shipping dates?
8. Special handling?
9. Availability to ship?

# All these “easy” back end systems that we all have...



# Must now work here in a fully automated 24/7 format!!

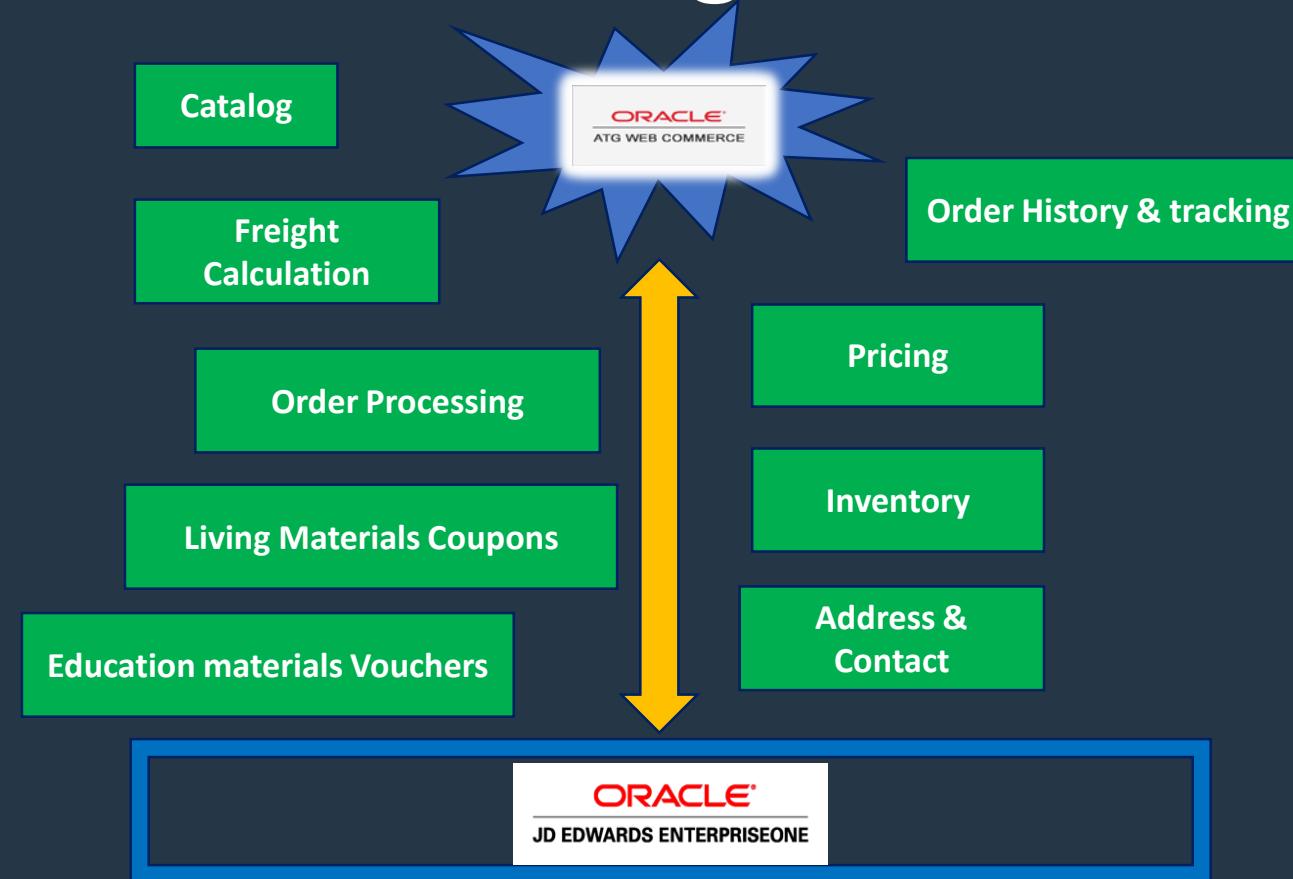
**CAROLINA**  
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**“The Ugly”**

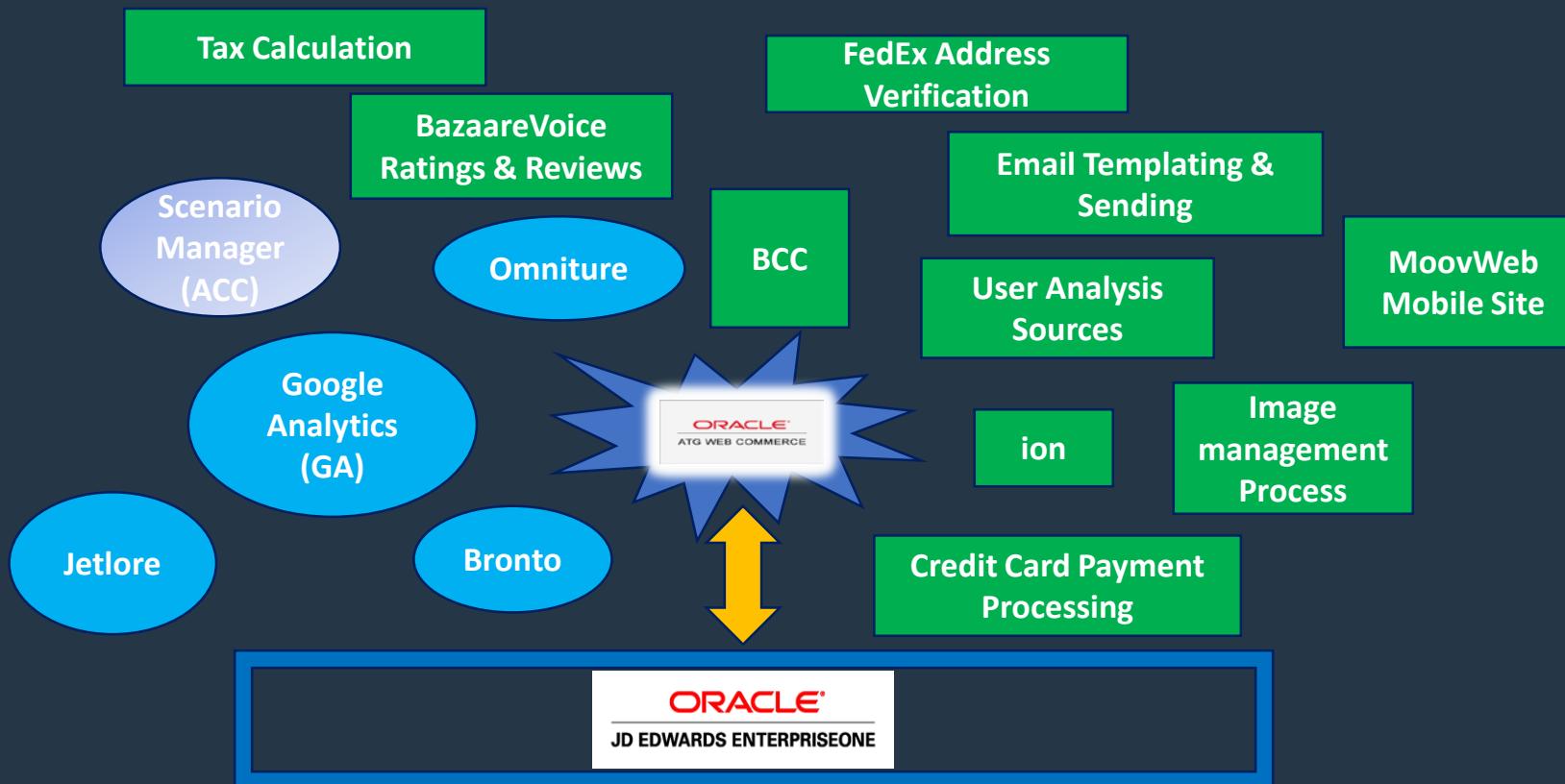
# The Ugly:

## Core Integrations



Multiple Types: Real Time, Batch & Hybrid!

# The Ugly: Lots of Other Integrations



Multiple Types: Real Time, Batch & Hybrid!

# The Really Ugly: But Deliverable!!

- Oracle Commerce & JD Edwards are not designed to interface with each other...they have been designed to accept connections to other systems via web/business services but **somebody** has to design and build them
- Oracle Commerce & JD Edwards databases are not designed to hold and/or store data in the same format or manner...to move and store data from one system to the other, **somebody** has to do the database architectural design work based on business needs
- Every time a modification, upgrade or change happens on either system...**somebody** has to make sure nothing gets broken on the other system

# “The Good”

Easy to use integrated systems create happy customers that don't want to leave you. When they can mail in an order, call in an order or order on-line with the same results every time they can't afford to leave you!!!

# “The Bad”

Bolting on other systems to JDE is something we are pretty good at and there are lots of vendors that know how to help you do it if you don't have the experience on staff. Having to do the same thing in an automated fashion for a system that works 24/7 without human intervention isn't that easy.

# “The Ugly”

Finding the resources and paying for those resources is the most challenging part of a Oracle Commerce to JDE integration. It can be done, but you need to take the proper time to plan/design your business requirements, set proper timeline and cost expectations and have the proper volume of resources to do the work: during the project and beyond!!!

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# Q & A

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