



Better Business in a Recession Heritage Rohm and Haas Perspectives

May, 2009

Edward Beaver

Business Process Manager OTC / e-Commerce

Next Enterprise Architecture

Advancing business growth through innovative IT

E-Commerce Strategy



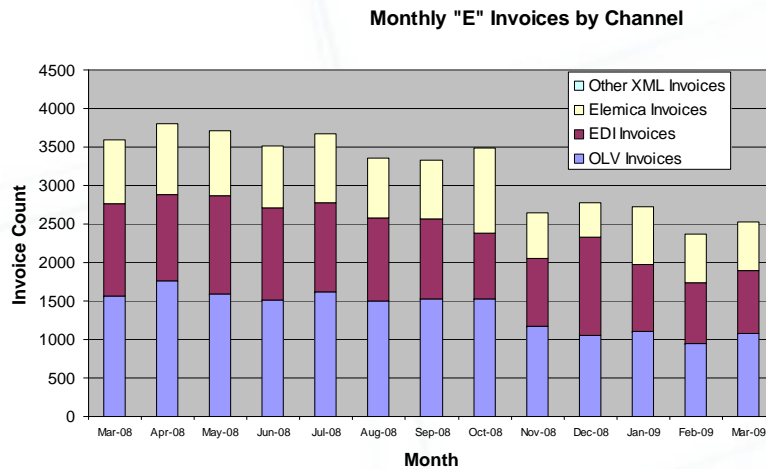
e-Commerce: with an Edge:

A cutting edge to achieve Sales Growth & Operational Excellence. Focus on Achieving the Value

- Use when 'e' lowers contract costs
- Sales Growth with limited support staff (Internet opportunity)
- Transaction Handling Productivity: Proven value for both Buy and Sell side from less effort and fewer errors
- DSO Reduction
- Pace set by Business / Functions & Partners not IT / e-commerce

Current Scope

- 375 Partners
 - 3 main 'e' channels
 - ~ 10% of invoice Transactions
 - All Regions
 - All PO's delivered electronically (including e-mail, auto-fax)



Business Drivers

- Transaction Cost
 - 'e' Invoicing: Easiest Savings
 - Proven transaction handling cost productivity
 - Cost and Error rates < 50% vs. Manual

Results

- Little progress due to higher procurement priorities
- Agreed to include 'e' expectations in contracts
- Removed ROH e-commerce / IT as pacing group for new connections

Business Case Study: e-Procurement success from a Supplier's Order to Cash Perspective

Success factors for quick, well run connections

- Use a proven, standard connection process
 - ROH uses modified Elemica process for all connections
 - Share and agree on Data (Business Data Exchange)
 - Set-up / Verified testing / Go-live
- Document (up front) all business scenarios & variations
- Change management
 - Understand what will change on both sides as result of 'e'
 - People and people
- Document and Execute the Plan
- Use Elemica

- Procurement: use your 'leverage' to drive 'e'
 - Contract expectations
 - Do 'e' to get paid
- 'e' is really 'Green'
- One sided but positive value of viewing e-Commerce broadly (include e-mail, auto-fax)
- Vision of Chemical e-business in all the markets we participate in not just with other chemical companies
- Easy partner connections – especially small / medium companies

Questions?

