

Leverage Your EDI Capability for Non-EDI

Do More with Less



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Cleo
Move View Act™



Speaker Introduction



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Technology Background

- EDI
 - Desktop, Internet, EDI-2-FAX, ASN
- Commercial EDI Software Development
- Any-to-Any Data Transformation
- B2B Communication Gateway
- VAN

Agenda

- Introductions
- Why leverage EDI for non-EDI?
- Understanding your EDI stack
- Discovering new capabilities you can already deliver
- Understanding basic functional needs of various IT initiatives
- How can you teach an old dog new tricks?
- A very brief mention of Cleo

Understanding Your EDI “Technology Stack”

- Long before the Internet
- Long before Business Intelligence and Data Analytics
- Long before Big Data (or even large hard drive capacity)
- Long before digital signatures and IT security

- And ... shortly before email

- There was EDI (Electronic Data Interchange)



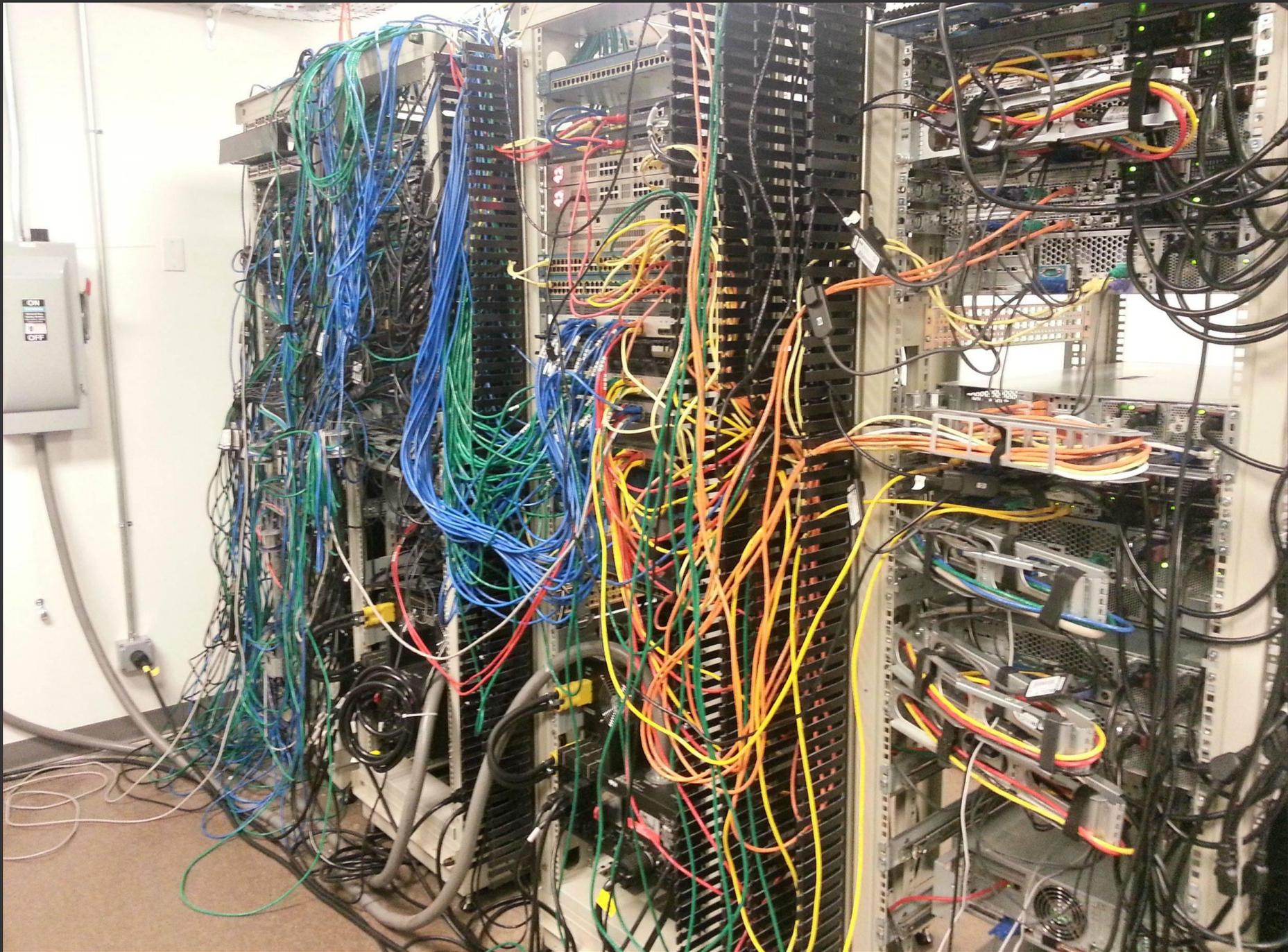
What you really have there

- Securely exchange data across company boundaries
- Transform data from one format to another
- Validate data for format and content
- Alerts/monitoring on errors, on content
- Tracking/auditing for compliance, troubleshooting
- Business user or external user portals for file/send receive

- What could that be good for?



Brandon
Brasseaux
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Non-EDI B2B Communications and Transactions

- Look for use cases within business processes that are upstream of EDI and downstream of EDI
- Who are your company's closest customers, suppliers?
- What special communication needs do they have?
- You can help them move non-EDI payloads – securely and reliably
- Tracking/Control/Governance

An iceberg floating in a blue ocean under a blue sky. The tip of the iceberg is above the water, while the much larger base is submerged. The text "Big Data" is written in yellow on the submerged part of the iceberg.

Big Data

Use Cases for Big Data

- Fraud detection
- Failure mode prediction
- Improved customer service / customer experience
- Loss prevention
- Dynamic pricing, real-time forecasting, targeted and personalized offerings, predictive asset maintenance, dynamic routing, liquidity management, transaction analysis, 360-degree customer service, stress testing, market surveillance, customer flow analysis, performance dashboards, content and social media matching, adaptive services, optimized logistics, grid optimization, load balancing

Big Data

- Many companies experimenting with Big Data projects
- Most projects are in their infancy
- Vast swaths of data are manually ported to a sandbox where analysis use cases are proven/disproven.

- When they get to operationalizing specific usage, they'll need a way to move giant chunks of data
 - From point A to point B and sometimes crossing company boundaries
 - From numerous collection points within the enterprise
 - ... and they'll need to perform basic validation, alerting, and tracking
 - ... and they'll need logging for compliance, auditing, and troubleshooting



Secure File Sharing

- Some use cases involve transfers bound for back office systems
 - System-to-Human
 - Human-to-System
 - Do you have an EDI portal? B2B file transfer portal?
 - Tracking, Alerts, Restarts, Notifications, etc.
- Data Rooms for Free-Form file sharing
 - Some traditional B2B communications companies have developed file sharing products that are worth a look
 - B2B communications companies are good at secure and reliable data transport.
 - Caution: Most of these companies are horrible at User Experience design.



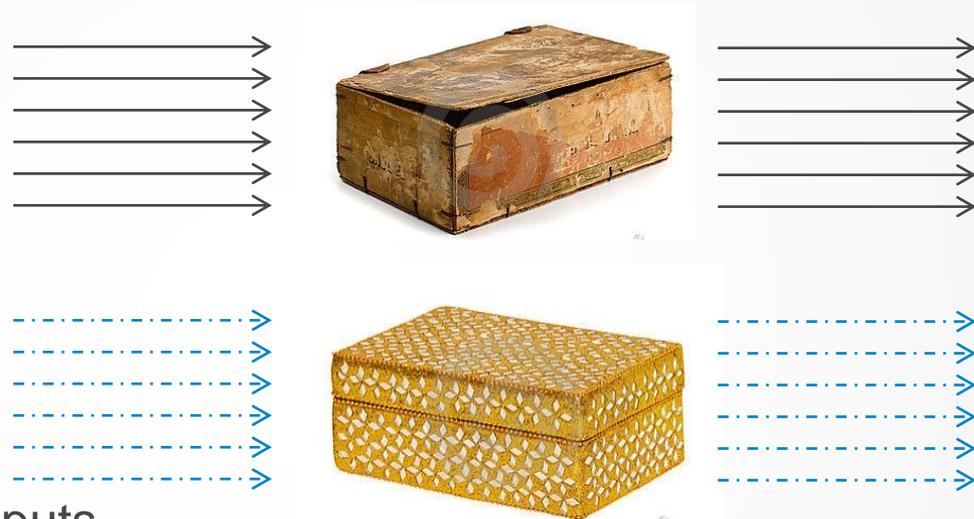
Application Integration

- Putting in a new application? It likely needs input from other data sources.
- Take data from one application (in one format) and send it to another application (in another format). Track it. Check data quality. Monitor/Alert.
- This sounds like a job for your EDI technology stack. You'll need to know how to use your translator to transform data from any-to-any.



System Migration & Consolidation

- Retiring old systems
- Testing new systems in parallel with old



- Re-route or duplicate inputs
- Reformat data feeds
- Reconcile outputs between old and new using data translation
- Tracking, alerting, monitoring, → automated controls



High Speed Data Transfers

- Moving large chunks of data from point A to point B quickly.
 - Burn to disc and ship it overnight?!?
 - Copy it to a USB drive and ship it?!?
- 
- Consider using your B2B Gateway!
 - Some of the communication protocols available in your B2B gateway enable more efficient movement of large data files quickly.
 - Look for a “checkpoint restart” capability.
 - [Some providers of AS2 include this.](#)
 - Much better than desktop FTP clients.
 - Look for an add-on protocol that is designed for High-Speed Transfer



Management Dashboards

- Business Activity Monitoring (BAM)
- Workflow, orchestration, business process improvement

- Take data from various collection points
- Reformat it for digestion by reporting/dashboard systems
- Or format it for insertion into database
- Audit/controls on the data feeds with alerting on error/missing data

- Use your B2B Gateway
- Use your Data Translator in Any-to-Any mode



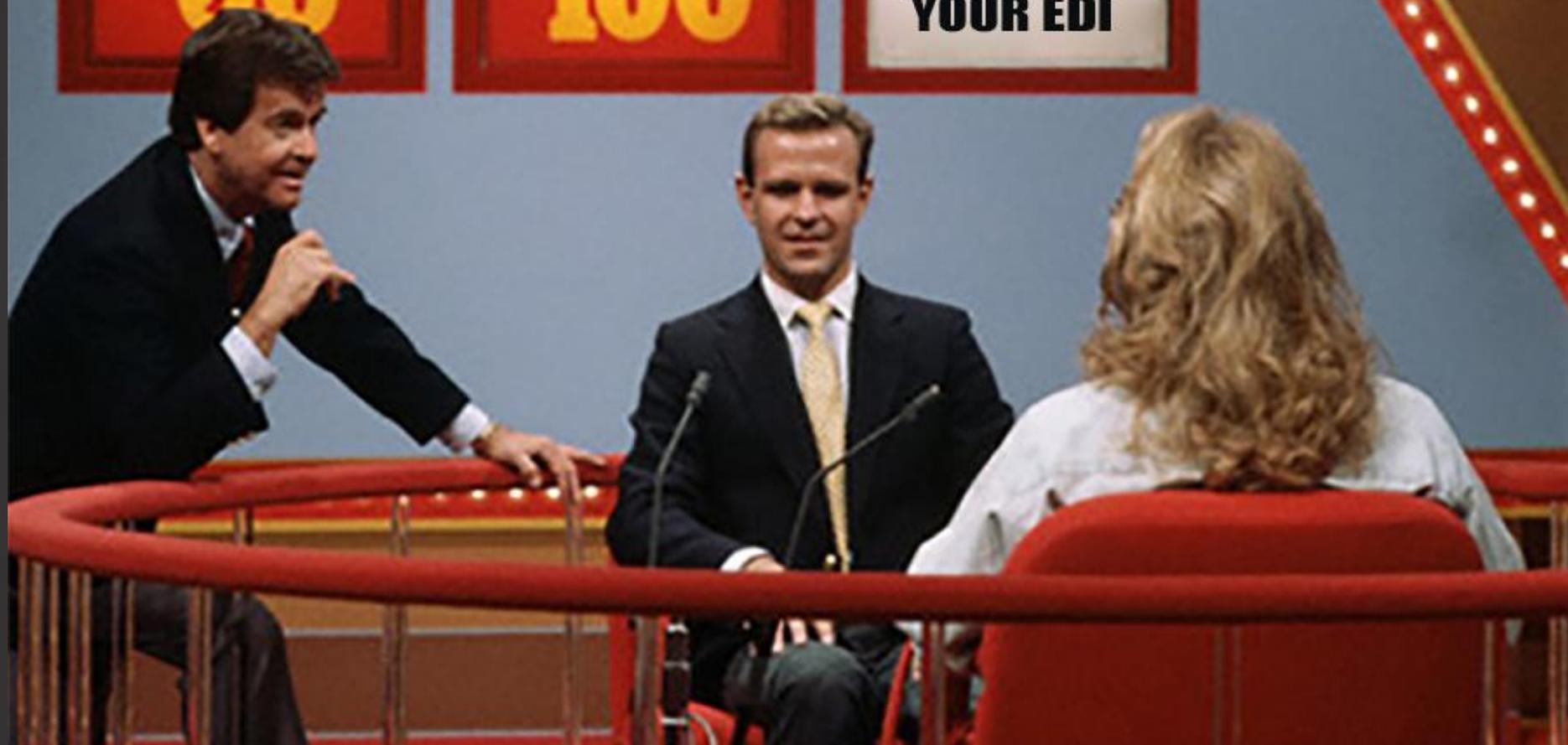
Business Intelligence & Analytics

- Companies are using apps that feed off of historical and present transactional data to better recognize present trends and predict the future.
- They need to gather data from disparate systems, reformat and feed it into a database. Some of the data resides in spreadsheets.
- Key point: There's a wealth of transactions data in your EDI systems, themselves.
- Use your data moving and reformat capabilities to feed BI and analytic systems. Set up alerts and notifications to refine the inputs and thereby help improve the quality of the output of those systems.

\$50

\$100

**THINGS
TO DO WITH
YOUR EDI**



Other things that you can leverage your EDI stack for

- Enabling the “Citizen Integrator”
- Cloud adoption
- Interactive Engagement of remote vendors/fleets/customers/etc.
- Data Quality
- Master Data Management
- Order Management



Quick Cleo Facts

About Cleo

39

39 years of A2A and B2B integration.

100K

More than 100,000 software installations.

78

78 countries with Cleo software installations.

100%

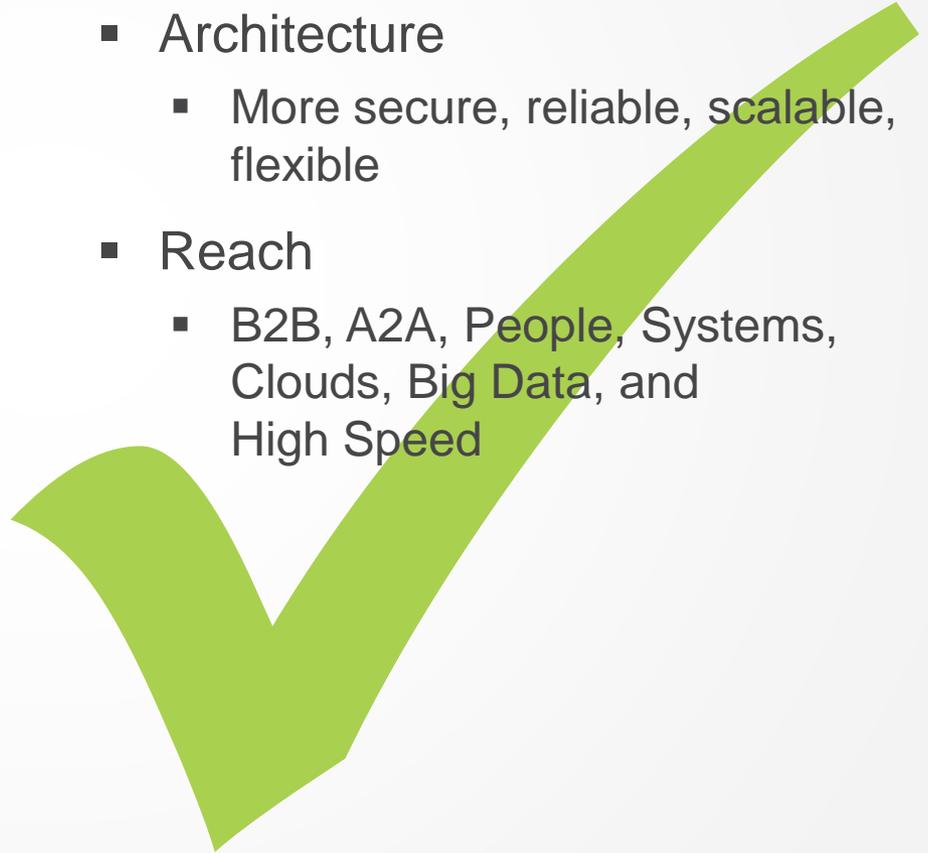
Virtually every customer renews with Cleo.

Companies need to **move** data both within their enterprise and beyond. They want to **view** data insights and **act** with informed decisions. Cleo makes it easy! Cleo offers **enterprise integration software solutions** that are exceptionally easy to install and use. Cleo has solutions for enterprise managed file transfer, online secure file sharing, and dynamic interactive voice, fax, email, and text messaging.

Cleo solutions handle the most comprehensive requirements of enterprise and multi-enterprise integration and include a library of more than 800 preconfigured secure connections to speed your implementation.

Why Cleo?

- Control, Governance
- Compliance with SLAs
- Integrate without armies of consultants
- Say YES to customers
- Faster onboarding
- Consolidation
- Easy
- Single Platform
 - SDI, SFS, and Interactive Engagement
- Architecture
 - More secure, reliable, scalable, flexible
- Reach
 - B2B, A2A, People, Systems, Clouds, Big Data, and High Speed



Move View Act™

Move critical business data efficiently and securely to destination systems and people (and back).



View insights about the data, aggregate data, and overall traffic to better understand your business.



Act earlier on those insights. Confidently make data-driven decisions faster than competitors.



Embrace the power of Move View Act™ integration.

Thank you!





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