

GXS's comprehensive outsourcing solution provides Thomson with 24X7 support for all of its EDI transactions.



Thomson Consumer Electronics

Corporate Profile

World Leader in Digital Television Technology

Thomson Consumer Electronics is the Americas' subsidiary of Thomson Multimedia, the world's fourth largest consumer electronics company, with 56,000 employees at 38 facilities worldwide and annual sales of more than £5 billion. Thomson is outsourcing its electronic data interchange (EDI) and an extranet site to GXS in an effort expected to save the electronics giant £3 million during the next four years.

Business Challenge

Inventory Forecasting Made Simple

In an attempt to track the amount of RCA, General Electric, and PROSCAN-brand consumer electronics products needed, the company's sales representatives used to spend significant time in front of their computers every Saturday keying in projected orders for the coming week. The cumbersome process delayed Thomson's access to timely forecasting information. The company needed to:

- Reduce the number of hours its sales force was spending on forecasting, and
- Simultaneously improve the accuracy of forecasts.

The Solution

An Extranet and B2B Managed Services

To improve Thomson's supply chain process, Thomson needed to:

- Install an extranet that would provide online forecasting links to sales planners for Thomson's key accounts, and
- Find an outsourcing solution for its EDI operations.

GXS created an extranet solution for the technology giant, enabling Thomson representatives to quickly access forecasting data. Thanks to the solution, Thomson's sales force no longer needs to spend weekends keying in forecasts.

Thomson's extranet solution allows the company to share forecasts with its own suppliers. By using a standard Internet browser, Thomson suppliers can access forecasting data by simply typing in an appropriate security code to enter the extranet site.

Plus, GXS's comprehensive B2B Managed Services outsourcing solution provides Thomson with 24-hour, seven-day-a-week support for all of its EDI transactions. By migrating its entire EDI program to GXS, Thomson now can focus on what it does best—making and selling hundreds of thousands of TVs, VCRs and satellite dishes across the continent.

The Results

Value-Added Services Cut Costs

Since Thomson outsourced extranet and EDI programs to GXS, the company now:

- Receives timely and accurate forecasting data from retailers—information that is fundamental to facilitating the production of finished goods;
- Gains a competitive advantage by improving inventory management;
- Improves utilisation of resources supporting the EDI department; and
- Expects to save an estimated £3 million during the next four years.

Quotable Quotes

Terry Reuland

Supply Chain Manager, Thompson Electronics

“GXS’s extranet solution enables us at Thomson to generate accurate and easily attainable customer forecasts. We reduce the time our sales force would normally spend to input forecasting data. These new systems should save us considerable amounts of time and money. We chose to work with GXS not only for its extranet expertise, but also because of the company’s commitment to quality, I can say with confidence that both the extranet and EDI solution were up to the ‘GXS-like’ standard.”

Charles Holder

Manager, EDI Americas, Thompson Electronics

“Thomson’s goal was to find a provider that could ensure value-added support and had a worldwide presence. GXS not only is one of the largest international companies in electronic commerce, but also is focused on customer satisfaction and quality. The entire GXS/TCE team has exceeded project schedules, letting Thomson see a faster return on its investment. I would rate the project a solid A to A+.”

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About GXS

GXS is a leading global provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration among trading partners. Organisations worldwide, including more than 70 percent of the Fortune 500, leverage the on-demand services on GXS Trading Grid® to extend supply chain networks, optimise product launches, automate warehouse receiving, manage electronic payments and gain supply chain visibility. GXS Managed Services, GXS' B2B outsourcing solution, empowers customers with the expertise, technical infrastructure and program support to conduct B2B e-commerce with trading partners globally. Based in Gaithersburg, Md., GXS has an extensive global network and has local offices in the Americas, Europe and Asia-Pacific regions. GXS can be found on the Web at www.gxs.co.uk.