

AT A GLANCE

Industry: Digital projection technology and services

Revenues: \$532M USD

Supply Chain Challenges: Global B2B capabilities

Supply Chain Solution: GXS Managed Services

SNAPSHOT CHALLENGE:

- Support global supply chain and enable critical company growth
- Meet diverse customer requirements
- Rationalize B2B infrastructure

SNAPSHOT SOLUTION:

- Outsourced global B2B operations to GXS Managed Services
- Secure, reliable, highly-available global infrastructure
- 24x7 live customer support in 19 languages

SNAPSHOT RESULTS:

- Streamlined B2B operations
- Expanded B2B capabilities and reach
- Freed up internal resources for core business objectives



InFocus®

Corporate Profile

InFocus® Corporation (Nasdaq: INFS) is a \$532M USD (2005) provider of digital projection technology and services, including mobile projectors, meeting room projectors, home entertainment projectors and projection solutions. InFocus's products are used in business, education, government and home theater markets for training sessions, meetings, sales presentations, group collaboration and more. Nearly twenty years of product and engineering firsts have resulted in magnifying the impact of audio visual immersion in home entertainment, business and education environments.

The Business Challenge

As its value increased globally, InFocus, the industry leader in delivering big picture experiences, recognized the critical importance of seamless communications. From its headquarters in Wilsonville, Oregon (USA), InFocus communicates daily with hundreds of suppliers and customers around the world. This network includes contract manufacturers in low-cost markets across the globe; technology distributors such as Ingram Micro, TechData and CDW; as well as leading retailers such as Best Buy, Circuit City, Costco, Office Depot and Staples.

The retail channel presents unique challenges to serve due to its diverse B2B technical and business process requirements, as well as the penalties enforced by some retailers for deviation from those processes. In addition, InFocus was growing its channels and geographic markets to include direct-to-customer drop ship deliver and expanding its presence the European Union.

InFocus conducted a comprehensive internal cost-to-serve review that examined the company's global B2B processes and capabilities. The review uncovered B2B infrastructure and service providers that were unable to satisfy InFocus' current service level agreements or meet future growth needs on a global scale. InFocus was experiencing significant productivity losses when critical IT resources were forced to address B2B infrastructure issues instead of working on higher value business objectives.

“We have a very limited number of internal IT resources and more projects than we can handle. I simply couldn't afford to have my team working on B2B infrastructure problems that should be handled by an integration service provider,” said Jeff Maurer, Senior IT Director at InFocus.

Solution

To address these issues, InFocus sought a highly reliable solution that provided “one touch-point” for transactions between its customers and suppliers. InFocus turned to GXS Managed Services to provide a comprehensive outsourced e-commerce solution.



Utilizing the GXS Trading Grid global business process network, GXS Managed Services provide:

- Best-of-breed global B2B capabilities to reliably communicate with trading partners around the world
- Dedicated B2B project manager to lead InFocus B2B program, as well as the support of a GXS Managed Services team of over 400 experienced B2B professionals
- 24x7 live customer support in 19 languages
- World-class B2B infrastructure that gives InFocus the scalability to meet future business needs, as well as unmatched high availability and disaster recovery capabilities

In addition, InFocus is currently exploring a project to connect with “low-tech, high-touch suppliers” in emerging markets that require significant manual processes to manage. InFocus currently communicates with these suppliers via phone, fax or email, which represents another significant drain on productivity. By utilizing a browser-based supply chain integration solution, such as GXS Intelligent Web Forms, InFocus will considerably reduce manual processes and improve the efficiency of its supply chain.

The combination of these capabilities give InFocus the global reach and broad range of B2B transaction capabilities to meet current and future business requirements, all while enabling internal IT resources to focus on core competencies.

“GXS is a fantastic partner in delivering flexible B2B offerings that give us a one-to-many solution for our entire trading community... This allows my team to focus on higher value activities and enables us to accomplish more with less.”

— JEFF MAURER,
SENIOR IT DIRECTOR
INFOCUS

Results

GXS is not just a technology vendor for InFocus. InFocus calls GXS a “critical path partner”—an important technology partner who keeps InFocus connected to their customers and trading partners, helping them reduce working capital and enhance business growth.

“GXS is a fantastic partner in delivering flexible B2B offerings that give us a one-to-many solution for our entire trading community, while meeting or exceeding our Service Level Agreements,” said Maurer. “This allows my team to focus on higher value activities and enables us to accomplish more with less.”

Specific benefits include:

- **Improved productivity**—internal IT resources are no longer forced to “fight fires” related to B2B infrastructure and are freed up to focus on core business objectives.
- **Enhanced B2B capabilities**—InFocus can now reach trading partners around the world no matter their size, technical capability or location. GXS was instrumental in enabling InFocus to efficiently expand its European distribution channel.
- **Immeasurable Value**—“How do I measure the value of GXS Managed Services? It’s difficult to pinpoint. Without the core infrastructure and critical trading partner management that GXS provides, we would face significant increases in project durations causing us to lose critical flexibility in our operations,” said Maurer.

- **Outstanding customer service**—“We don’t have to think about GXS and that’s a good thing when it comes to the essential B2B services that GXS provides. When I don’t have to think about it, that means our B2B infrastructure is running smoothly.”

About GXS

GXS is a leading provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration. Organizations worldwide, including 75 percent of the Fortune 500, leverage GXS’ GS1 certified global interoperability and supply chain execution solutions. Active in the global standards arena, GXS offers solutions, powered by the Trading GridSM, that enable customers both large and small, to connect with global partners, synchronize product information and optimize the execution of supply chains.

Headquartered in Gaithersburg, MD., GXS provides sales and support to businesses and their partners worldwide. For more information about GXS visit www.gxs.com.

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