

SEEBURGER Provides a Blend of the Finest B2B integration for Tetley

Tetley is one of the world's best known brands and is a name synonymous with tea in virtually any language. The company itself is now set on a programme of profitable growth through capability rather than capacity. This means developing and implementing effective and efficient processes throughout the business with its external partners. Tetley have turned to SEEBURGER's B2B Integration Server to help manage the company's complex and diverse global supply chain.



Tetley, part of the Tata Tea Group, is the second biggest tea bag brand worldwide, with significant market penetration across the globe. Tetley is a brand leader in both the UK and Canada, is a well established major brand within the USA, Australian and European tea markets, and has a developing presence in Russia and Asia. The company is focused purely on tea products, including new lines such as various fruit & herbal tea blends and ready to drink iced teas.

Tetley's supply chain operations vary for each country and the company has a long term objective to reduce costs and increase profitability by consolidating all subsidiaries to a common IT and communications system. Paul Kay is Tetley Group's Business Systems Manager, and he explains, "We are looking to create an IT department and communications hub that serves the business regardless of geography. We are building a technical infrastructure that needs to be highly focused on established standards and we

are continually looking to implement business applications that assist this strategy. Our recent selection of the SEEBURGER B2B Integration Server is a major and important step towards achieving this."

EDI and Beyond

"Our use of EDI began way back in 1985," says Jo Puri, IT Consultant for the Tetley Group, adding, "EDI tends to be driven by retail customers and for us, it really took off in 1988 with companies like Waitrose and TESCO leading the way. We handled this with a combination of in-house and off-the-shelf applications, but by 1997, when the Tetley Group adopted SAP for its manufacturing and distribution operations, we implemented Sterling's Gentran to handle our B2B integration requirements. However, recent developments in B2B trading have taken our requirements way beyond just EDI and our version of Gentran was not able to meet these requirements. With companies like ASDA pushing us to move to AS2, and the additional need to exploit the benefits of new and emerging technologies and standards, such as XML, that would enable us to communicate more effectively with more of our customers and suppliers, we decided to look at alternative solutions."

The search for a new B2B integration tool that could meet these key criteria led to an exhaustive evaluation of many of the key players in the industry. Jo Puri explains why SEEBURGER was selected, "SEEBURGER's technology platform is ideal for Tetley. It has quality in place throughout the system and this can be found in its processes, adapters and workflow capabilities. We also developed a good working relationship with the people at SEEBURGER who are knowledgeable and capable of providing a high level of support and resources to ensure our requirements are met in a professional and timely manner."



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Working with SEEBURGER

The first project for SEEBURGER was to help Tetley deliver AS2 integration with ASDA inside a tight deadline set by the customer. This solution went live in just six weeks and within the deadline. The information exchange with ASDA over AS2 covers orders, invoicing, reconciliations and debits and has to have in-built safeguards that monitor transactions and quickly highlights and responds to any failures. "We worked really well with SEEBURGER to build the adapters required to match ASDA's processes with ours inside the deadline. The new system has also increased the speed, with which we get information into our systems, from anything up to half a day previously, down to just half an hour. This helps us to utilise this information faster throughout our business," says Puri.

Having successfully delivered AS2 integration with ASDA, the next project was to meet Inland Revenue electronic document compliance, again within a very tight deadline. Jo Puri says, "Again, with SEEBURGER's help, we were able to map relevant processes into electronic documents suitable for the Inland Revenue well within the given deadline. We were particularly impressed that SEEBURGER was able to work and develop with Tetley in a completely different business area and handle it just as efficiently and smoothly. The Inland Revenue adapters required ad hoc daily, weekly, monthly and annual information based on payroll which is not only complex, but also highly sensitive. The information has to be invisible throughout the process, yet must have a full audit trail so that information can be traced through every step. Our Payroll Manager is delighted with the system, which is easy to use, generates much greater accuracy in terms of information passing to and from the Inland Revenue and complies fully with the Inland Revenue's processing and security requirements and meets Tetley's business expectations."

Paul Kay adds, "The Inland Revenue project is a great example of the flexibility that SEEBURGER gives us. In this business you can never be certain of exactly what needs to be done in terms of integration

requirements and by having a highly flexible system like SEEBURGER we are not constrained in any way by the platform. We can focus on developing what is required for the business, secure in the knowledge that SEEBURGER will be able to provide the necessary technology that will enable us to achieve it."



Kay continues, "We know that the commercial arrangements that underpin our route to growth inherently lead to increases in complexity, which in turn leads to pressure on our overheads. With this in mind we have set up a steering group of senior managers within the business to look at how we can effectively develop our electronic trading processes to deal with this. We are doing this by identifying areas where we can simplify and standardise processes in order to save time, which we can then give back to the business. SEEBURGER is a key component of this, because it has the flexibility to ensure we can make business improvement plans a reality – quickly and easily."

Paul Kay concludes, "SEEBURGER has delivered much more than we ever envisaged at the start. It has generated significant savings in the business by allowing us to build processes and then use them elsewhere thereby removing replication and saving time. As the Group moves to a more global approach to IT management, SEEBURGER is key, because it can help us ensure that processes are carried out consistently, accurately and cost-effectively throughout the business, but managed from a central location. SEEBURGER makes our long term plan for a consolidated global IT system a very achievable reality."