

# Empowering Global Operations with SOA-Driven Integration: A Manufacturing Managed Services Success Story

## ORGANIZATION

The client, a subsidiary of a global technology corporation, operates in over 41 countries and employs 1,500 professionals (as of FY06). With a core focus on the research and development of cutting-edge networking products and communication technologies, the organization relies on external partners for non-engineering services to streamline its operations and maintain a focus on innovation.

## CHALLENGE

Rising operational costs prompted the client to outsource key service functions, including help desk operations, inventory management, and service dispatching. The objective was to meet customer expectations while realigning resources toward core competencies.

The proposed solution required seamless integration across:

- Service Desk for handling customer interactions.
- Return Merchandise Authorization (RMA) processes for defective parts.
- Parts Manufacturing Systems for inventory and production control.
- Customer SLA Systems to ensure compliance with service-level agreements.

The key challenges included:

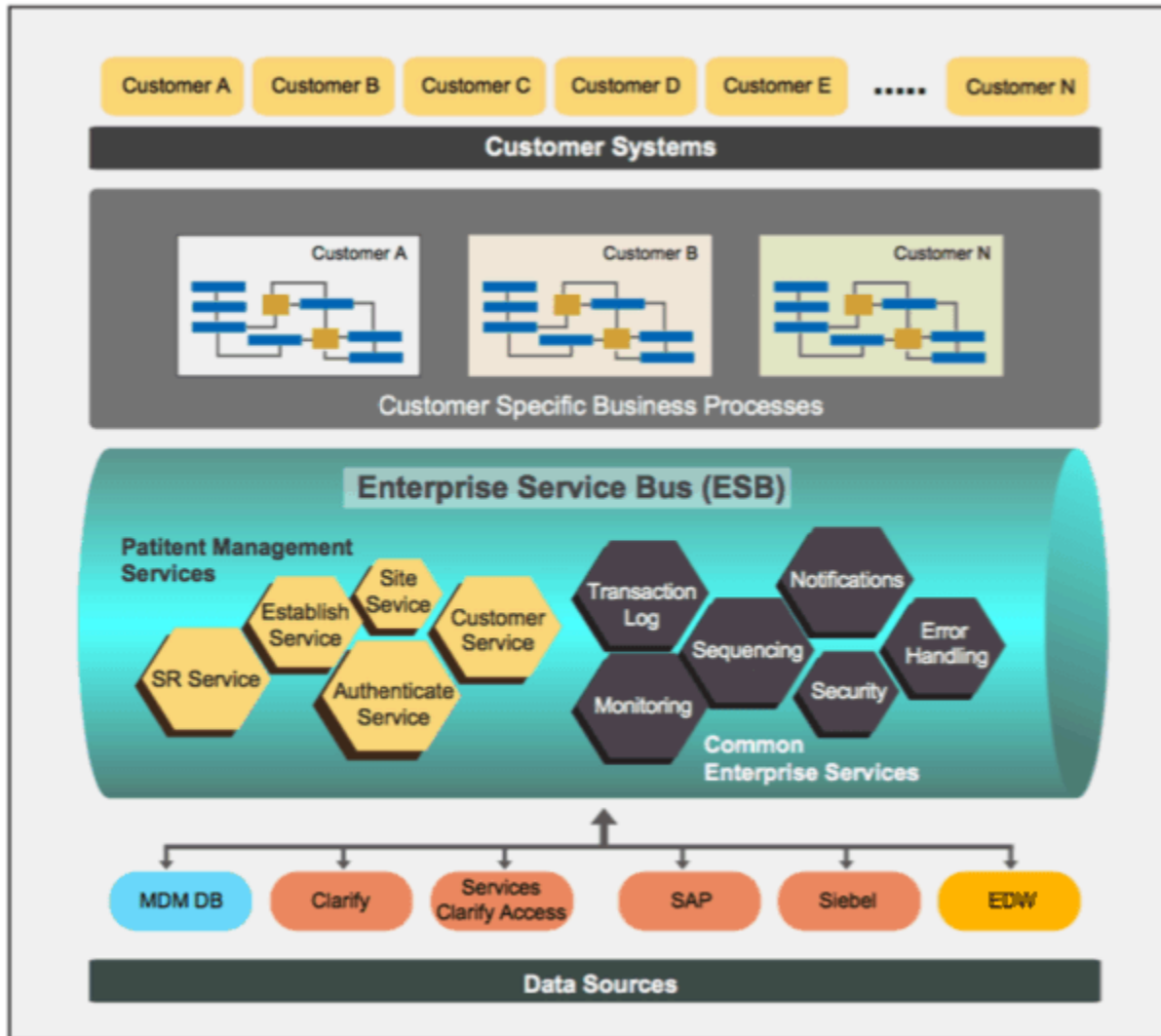
1. Integration of disparate systems such as customer SLA platforms, partner CRMs, supply chain processes, and parts ordering systems.
2. Supporting a global RMA process with varied shipping requirements and multiple specialized regional shipping partners.
3. Enabling scalability for operations across Europe and Asia-Pacific while ensuring uninterrupted service during implementation.

## TECHNICAL SOLUTION

The client partnered with XTIVIA to architect and deploy a robust, scalable, and future-ready business model within an aggressive 90-day timeline. XTIVIA's solution combined Service-Oriented Architecture (SOA), RosettaNet Process Integration, and advanced data warehousing for seamless enterprise application and business-to-business (B2B) integration.

### Key Technologies Implemented:

- SOA for flexible and loosely coupled systems.
- Enterprise Service Bus (ESB) leveraging XTIVIA Integration Services for rapid deployment.
- Business Intelligence (BI) tools for SLA monitoring and reporting.
- Master Data Synchronization for robust data consistency across systems.



## Solution Highlights

### 1. Service-Oriented Architecture (SOA) and B2B Integration

- Designed and developed modular services to manage customer data, parts inventory, RMA, service requests, and shipping information.
- Enabled interoperability between legacy systems and external vendors managing parts dispatch and service desk operations.
- Ensured real-time data flow for enhanced transparency and operational efficiency.

### 2. Master Data Initialization and Synchronization

- Established bi-directional data synchronization between service desk partners and customer systems.

- Achieved seamless initialization of master data while performing validation, load testing, and performance optimization.

### 3. Enterprise Service Bus (ESB)

- Deployed XTIVIA's plug-and-play ESB architecture to accelerate integration timelines.
- Enabled rapid onboarding of new CRM customers within two weeks, significantly reducing the previous two-month timeline.

### 4. Global Scalability and Operational Continuity

- Implemented a scalable infrastructure capable of supporting operations in the Middle East, Europe, Africa, and Asia-Pacific.
- Ensured uninterrupted business operations during the system transition.

## BUSINESS RESULT

XTIVIA's innovative integration and business process optimization delivered transformative results for the client:

- **Rapid Implementation:** Full deployment within 90 days.
- **Global Scalability:** Enabled seamless expansion into international markets.
- **Operational Resilience:** Maintained business continuity during transition.
- **Cost Optimization:** Reduced help desk operation costs while adhering to SLA requirements.
- **Enhanced Customer Experience:**
  - Real-time inventory management ensured parts availability at field locations.
  - Simplified service request and warranty management through intuitive web interfaces.
- **Future-Ready Infrastructure:**
  - The scalable model reduced onboarding time for new customers from two months to two weeks.
  - Improved data insights for targeted marketing and inventory optimization.

## KEYWORDS

*Inventory management, Service-Oriented Architecture, CRM integration, Business-to-Business (B2B), RosettaNet, Data warehousing, Business Intelligence, SAP, Enterprise Service Bus (ESB), Tibco, Java, JMS*

## SOFTWARE

*TIBCO, SOA, RosettaNet, Enterprise Service Bus (ESB), Java, JMS*

## ABOUT XTIVIA

At XTIVIA, we've been providing IT solutions and consulting services for over 30 years with a wide range of services, including technology assessments, IT service and asset management, software development, data analytics, cloud migration, DevSecOps, ERP, and enterprise content management. Dedicated to each discipline, ensuring that our clients receive the best possible service. Through strategic acquisitions, we've acquired talented people who are experts in their industries, passionate about what they do, and committed to providing exceptional service to our clients. Whether you need to improve your IT infrastructure or implement new software solutions, XTIVIA is here to help you achieve your business goals. XTIVIA has offices in Colorado, New York, New Jersey, Texas, Virginia, and India. [www.xtivia.com](http://www.xtivia.com)