



IBM Software Group

2005 B2B Customer Conference

Pioneering New Horizons – Solutions that Evolve

RCT – Rapid Cheese Transit

WebSphere. software

Herbert Staten



ON DEMAND BUSINESS

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Objectives

- Who is Kraft Foods?
- Global B2B Hub Services
- Our Current Processing
- Evolved New Process



Who is Kraft Foods?

Corporate Fact Sheet Overview

Kraft Foods (NYSE: KFT) is a global leader in branded foods and beverages with 2004 net revenues of more than \$32 billion. Built on more than 100 years of quality and innovation, Kraft has grown from modest beginnings to become the largest food and beverage company headquartered in North America and second largest in the world, marketing many popular brands in more than 155 countries. Kraft is a member of the Altria family of companies. Other companies in the Altria family include: Philip Morris USA Inc., Philip Morris International Inc., Philip Morris Capital Corporation

Employees

We have more than 98,000 employees operating in 70 countries worldwide.

Facilities

Our worldwide headquarters is located in Northfield, Illinois, US.

We have four global core research and development centers: Banbury, United Kingdom; East Hanover, New Jersey, U.S.; Glenview, Illinois, U.S.; and Tarrytown, New York, U.S.

Three regional research and development centers: Battle Creek, Michigan, U.S.; Madison, Wisconsin, U.S.; and Munich, Germany

And two geographic research and development centers: Curitiba, Brazil and Melbourne, Australia

We have 192 manufacturing and processing facilities worldwide.



More Than 50 Brands over \$100MM Revenue



Global B2B Hub Services

- The EDI Gateway application in Kraft is a single entry point for all external Inbound/Outbound EDI data flow. Its main function is to handle and monitor EDI data/files that either come in from or are sent out to external Trading Partners (TP). The system is designed to accept /transmit and process EDI files and a number of Non-EDI files for the TPs who do not have EDI capability.
- EDI processes about 15 - 20 million dollars worth of transactions daily
- Over 60,000 documents types per day
- 90% of all Kraft orders flows through the EDI Gateway
- Platform
 - Cyclone 5.0
 - WebSphere Data Interchange for z/OS version 3.2.1
 - WebSphere Data Interchange for Multiplatforms – Fix pack 13
 - CICS
 - Unix
 - O/S 390



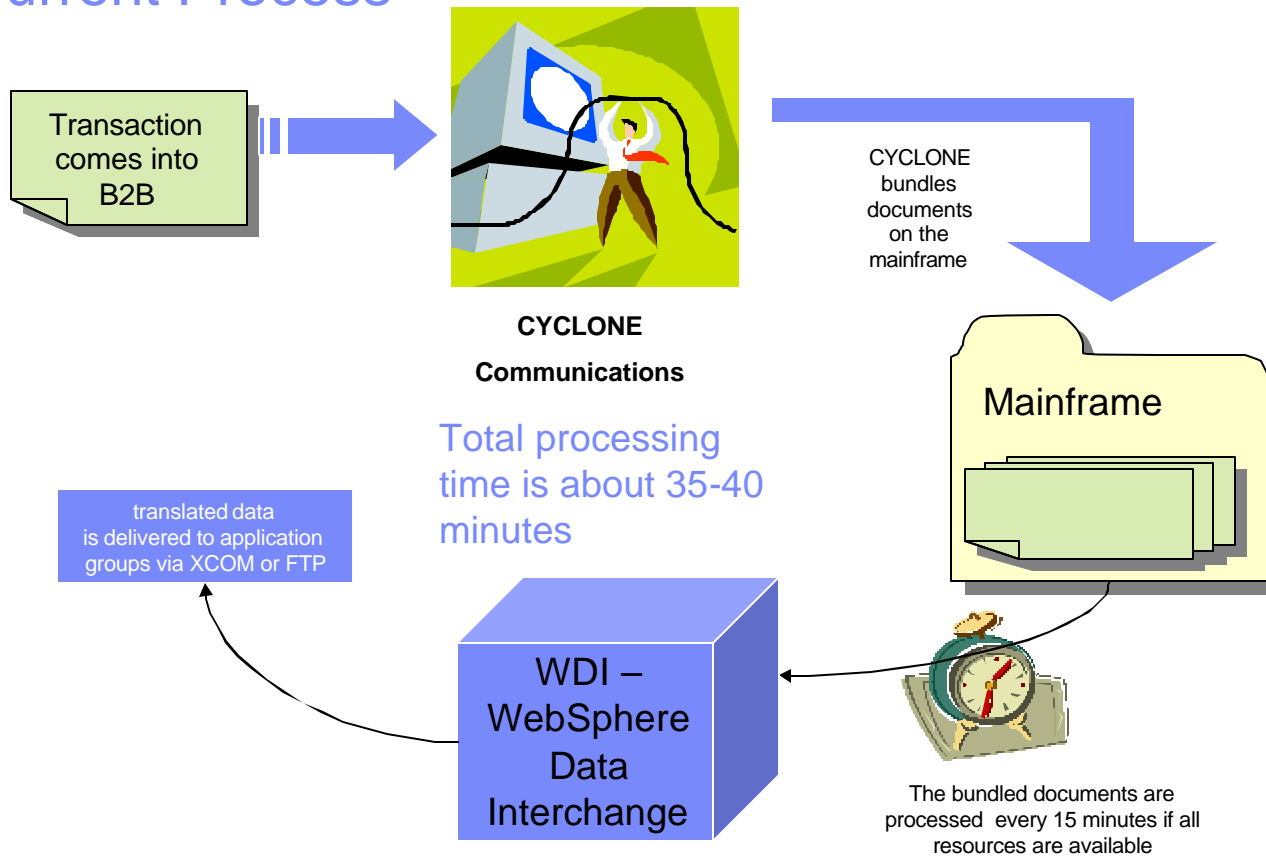
Our Current Document Delivery



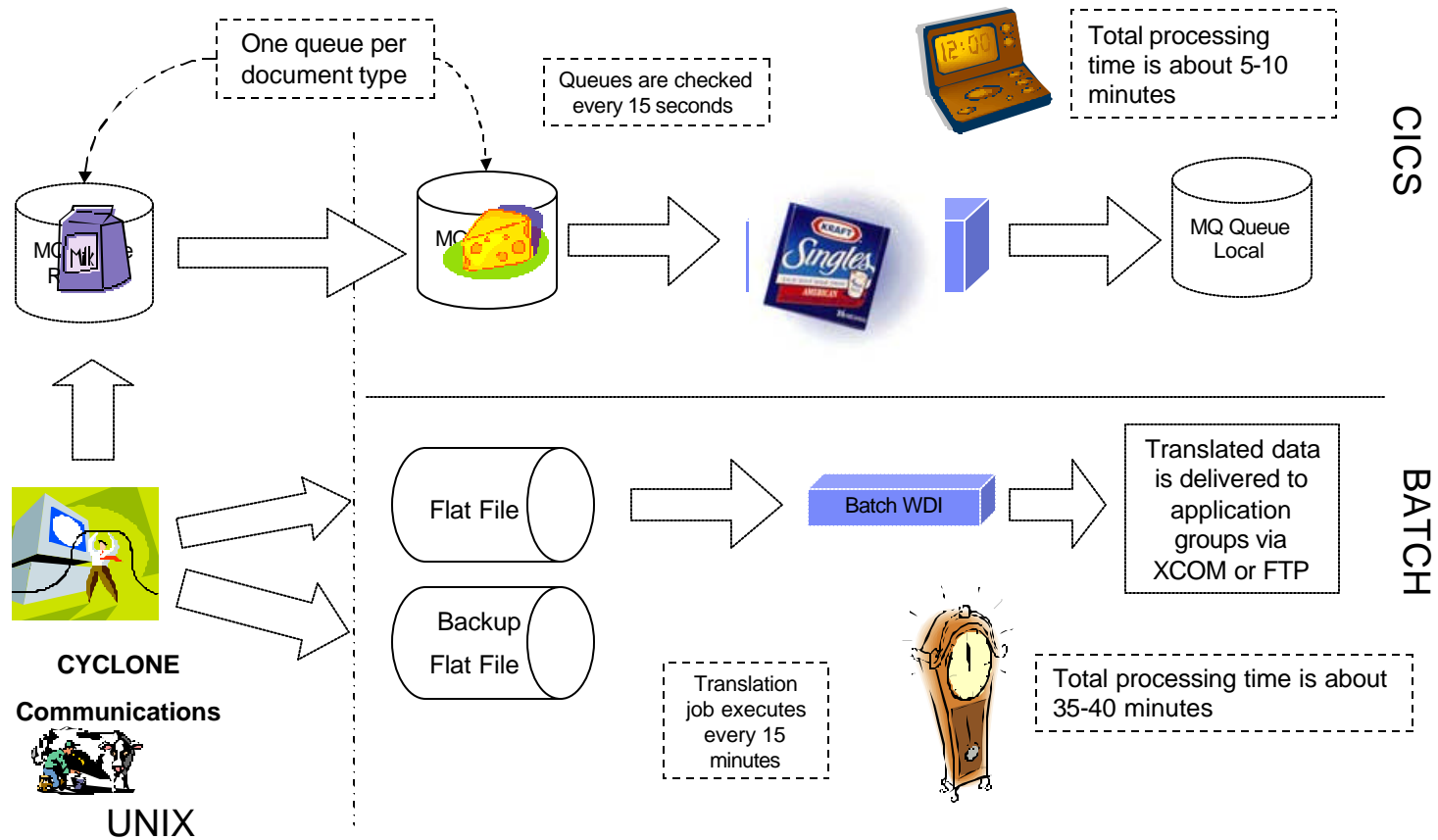
Courtesy of <http://www.iwight.com/home/news/d-day1.asp>



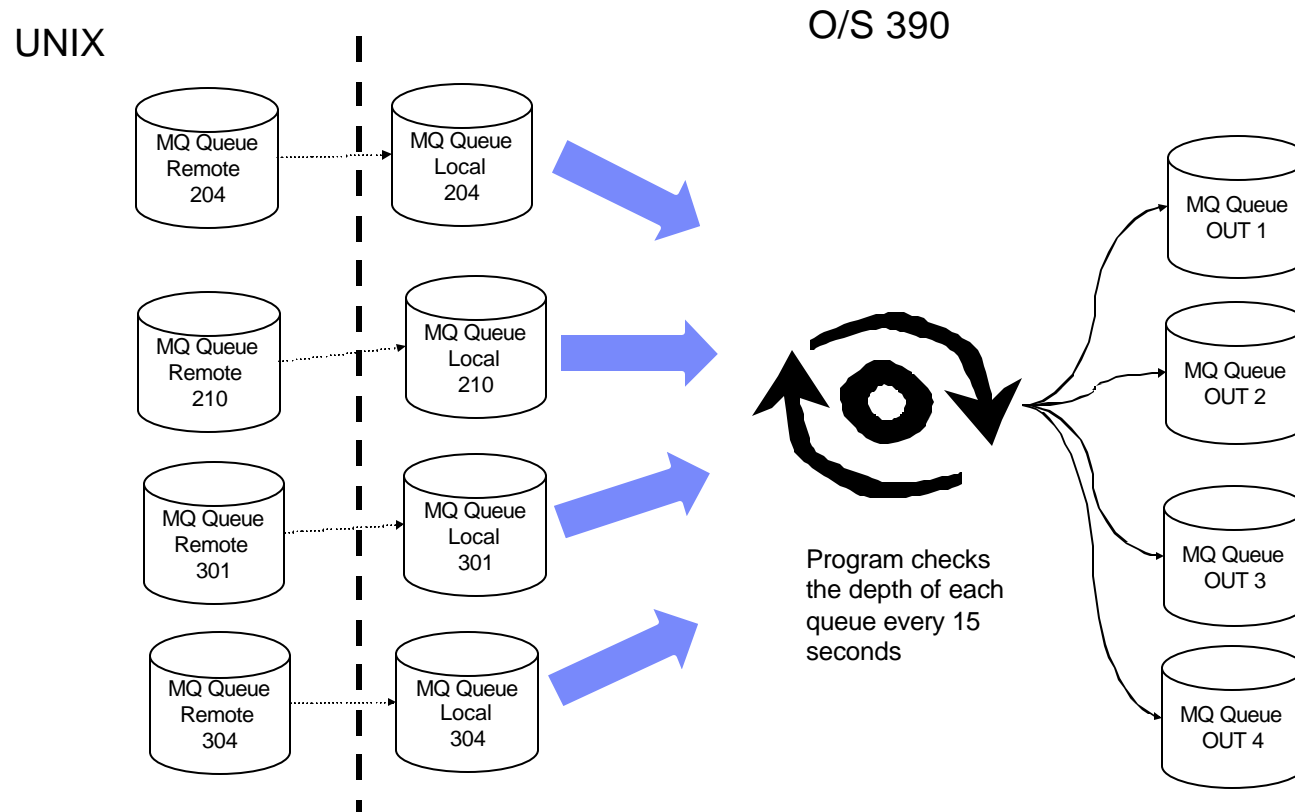
Current Process



Evolved New Process



Breakdown



Summary

- Kraft a global leader which is the motivation behind a more responsive EDI processing application
- Currently processing over 60,000 document types daily not including the ever growing global document types
- Seeking out innovative new ways to satisfy our consumers, sell to our customers and operate our systems moving toward near real time processing has become a necessity
- Due to maximum queue size of 100MB it was necessary to keep the large document types within our batch process
- All time sensitive documents are being migrated to the MQ series processing by trading partner
- The pigeons have been retired
- Join in singing our Favorite song 