

Aventis Pasteur

A Case Study of Backsoft Corporation



Global Position:

As a multinational enterprise, Aventis Pasteur accounts for nearly one-third of the global market for vaccines, a market that has been growing 10 to 12 percent annually.

Geographically, Aventis Pasteur's products are sold in 150 countries. The sales breakdown in 1998 was approximately 550 million US dollars in Europe with a market share of about 45 percent; 450 million US dollars in North America with a market share of about 65 percent in Canada, and more than 20 percent in the United States; and 283.3 million US dollars in the rest of the world, a market position of more than 20 percent.

Aventis Pasteur employs more than 6,000 people worldwide.

"The shortest distance between two points (when talking about SAP to the Web) is bTalk! With bTalk, Backsoft was able to create a fully functional web to SAP R/3 e-Business site in 14 Days! If any other company claims that turnaround, just ask them to prove it.....Backsoft did."

Richard Troiani, Sr. Programmer Analyst
Aventis Pasteur - USA

Driving Innovation:

With a heritage dating back to Louis Pasteur, Aventis Pasteur is the worldwide leader in the manufacturing, distribution, and reselling of vaccines. Although their namesake certainly provided them with the history and foundation upon which to attain their current market position, it has been their commitment to research, diligence, responsibility, and innovation that actually allows them to maintain their current status in the pharmaceutical industry. Therefore, not only did they have the name, but the traits that embody a true innovator.

With this innovator mindset entrenched, it stands to reason that Aventis Pasteur's would want to enter the 21st century as an innovator in the world of e-Business as well. Partnering with Backsoft Corporation, Aventis Pasteur aimed to deliver an Internet application to enhance their productivity, efficiency, competitiveness, and impact throughout the world. With their decision to go with Backsoft, Aventis Pasteur's placed themselves in a position to continue their ascent into the upper-echelon of their industry.

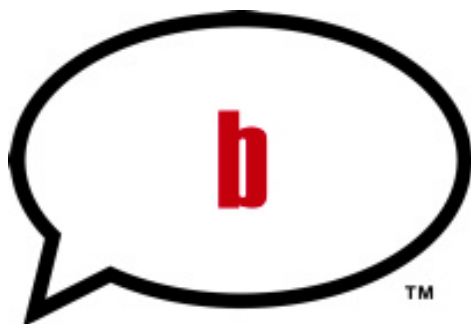
Project Overview:

Aventis Pasteur was looking for a way to integrate their SAP R/3 system with the Internet to streamline their purchasing process. Specifically, they desired to create purchase requisitions and purchase orders off of existing service contracts, release hierarchical workflow and approval strategies, and monitor the status of orders from an Internet based application.

Due to the complexity of Aventis Pasteur's service contracts and hierarchical assignment of workflow, Backsoft designed detailed specifications regarding Aventis Pasteur's business process and organizational structure. The end product was a robust purchasing application with role-based security to reduce expenditures throughout the organization. More importantly, however, was that the application signaled a new innovative era for Aventis Pasteur.

Web-Enabling SAP with bTalk:

Backsoft believes a true e-Business application must have a solid business engine behind the scenes. Deploying a web site that promotes online purchasing is easy, but running an e-business requires a completely integrated business system that handles Purchase orders, order history, recurring purchases, inventory management, workflow, and many other critical business functions.



Company Vitals:

Backsoft Corporation
Founded: 1997
Ownership: Private
Financing: Venture Funded
Employees: 50+

Primary Products:

Backsoft Generation™
bTalk™

Corporate Headquarters:

Backsoft Corporation, USA
6960 Professional Parkway East
Suite 100
Sarasota, FL 34240
Toll Free: 1.888.222.6047
Fax: 1.941.907.6643
info@backsoft.com

Backsoft Corporation's Contribution:

Aventis Pasteur selected Backsoft as its e-Business partner because Backsoft's bTalk offers the most straightforward approach to web-enabling SAP R/3. With bTalk, companies like Aventis Pasteur can extend the business-critical information in their SAP system to employees, partners, and customers, streamline their business processes, exact significant cost reductions, and earn a quick return on their investment.

Previously, Aventis Pasteur's purchasing process was governed by a less precise method of paper trails and uncoordinated purchasing across divisions. With Backsoft's bTalk, however, Aventis Pasteur reinvented the way they managed their company's purchasing because they were able to incorporate the functionality of their SAP system within their e-Business strategy. They significantly reduced their company's maverick purchasing off of contracts, integrated a complex workflow component, included role-based security, and incorporated the means to monitor the status of orders.

Technology:

Underlying Aventis Pasteur's Internet application is the web-enabling technology for SAP called bTalk. Supporting implementations in ColdFusion, Active Server Pages, Java, and XML, bTalk allows Aventis Pasteur's application to extend the functionality and integration of SAP R/3 to the Internet.

