SEEBURGER
BUSINESS INTEGRATION

H. D. Smith Outsources B2B and secure file collaboration to SEEBURGER Cloud Services to Retain Focus on Customer Care and Innovation

The Business – Vital supply chain

Headquartered in Springfield, Illinois and founded in 1954, H. D. Smith is among the largest national full-service wholesalers in the pharmaceutical industry. The company provides a range of solutions and services to manufacturers and a complete line of pharmaceuticals; over-the-counter medications; healthcare products, equipment, and merchandise; and marketing programs to retail pharmacies, regional chains, and health systems

"Sharing data with our thousands of partners and suppliers is the absolute lifeblood of the business at H. D. Smith," said David Guzman, Chief Information Officer, H. D. Smith. *"To handle this data sharing, we did a thorough evaluation and outsourced all of the integration infrastructure and related management to SEEBURGER,"* Guzman stated. *"We trust SEEBURGER with this vital aspect of our business because of their combination of technical competency, customer service, and depth of understanding of the health care industry."*

The Goals – Fulfilling on the vision

"This is a time of rapid change in the healthcare industry. But while the challenges are immense and the competition is stiff, H. D. Smith stands apart as a company with a phenomenal completeness of vision and a real commitment to people," Guzman said. *"The company's twin goals are optimizing patient care and reducing administrative burdens in healthcare."*

"A few years ago H. D. Smith undertook a huge initiative to improve a wide range of processes and technology to position the company to scale and grow and fulfill its vision effectively," Guzman said. *"Today we handle the chain of distribution between manufacturers and products, and we know there is an immense amount of information that can flow up and down that chain,"* Guzman said. *"We see an opportunity to expand into solutions and services based around information, and this view of how our services will evolve is also part of the H. D. Smith vision."*

H. D. Smith – AT-A-GLANCE

Customer Business
Healthcare products
and business solutions

Type of Project
SEEBURGER Cloud Services

Solutions
- SEEBURGER Cloud Services
- SEEBURGER Managed Services
- SEEBURGER Business Integration Suite
- SEEBURGER Business Integration Server (BIS) version 6.3.5
  - AS2
  - FTP
  - SFTP
  - SAP TRFC
  - Business Integration Converter (BIC)
- SEEBURGER B2B Portal version 6.3.5
  - BIS Message Tracking
- SEEBURGER Managed File Transfer
- SEEBURGER SAP Monitor

Business Benefits
- Supports key business focus on customer care and innovation
- Enhances time to market and reaction time by streamlining communications with suppliers and customers and enabling internal IT to focus on core business
- Minimizes EDI support and deployment costs

Technical Benefits
- Provides seamless integration with SAP
- Frees IT team to focus on core business needs and innovation
- Eliminates need to add IT resources during workload spikes
- SEEBURGER Managed Services provides the following services for HD Smith:
  - 24/7 System and connectivity monitoring and 24/7 support
  - Trading partner on-boarding, testing, and enablement
  - Mapping development
  - Change request management

Technical Environment
- SAP R/3 ECC 6.0

"As the company invested in automating warehouse facilities and implementing SAP among other strategic infrastructure improvements, each of us on the senior leadership team looked at how our areas could best fulfill on the H. D. Smith vision," Guzman said. *"In IT, it came down to making sure that the basics are being managed well by expert partners to enable our core team to concentrate on business essentials like innovation."*

The Strategy – SEEBURGER Cloud Services

As a part of the SAP implementation, H. D. Smith selected and deployed the SEEBURGER Business Integration Suite (BIS) in 2009 in its on-premise data center, displacing legacy electronic data interchange [EDI] and file exchange systems, and moved to the SEEBURGER Cloud Services in early 2012. Across the healthcare supply chain that is vital to H. D. Smith, SEEBURGER automates trading partner communications, facilitates data exchange, and provides full transaction visibility.

"Moving to SEEBURGER Cloud Services was our first foray into the cloud," Guzman said. *"It was important that our first step proceed smoothly, and it has been flawless."*

"The cloud solution eliminates the need for our IT team to manage EDI hardware and software, and SEEBURGER also provides 24/7 system monitoring, message validation, problem resolution, and message mappings," Guzman said.

Aiming to optimize the EDI support desk's effectiveness while empowering the business line SAP users with direct IDOC status and content visibility, H. D. Smith has also purchased the SEEBURGER SAP Monitor, an industry-neutral, standardized SAP Solution Extension. *"The SEEBURGER SAP Monitor has been a huge benefit, providing maximum transparency across all of the processes running in SAP and in SEEBURGER BIS,"* Guzman said. Using the SEEBURGER SAP Monitor, a non-technical and ubiquitous view of transactions comprising critical business processes such Order-to-Cash and Chargeback has been made available to the business stakeholders as well as the IT resources supporting them, driving productivity up and improving customer satisfaction.

"As we have worked with SEEBURGER, we've seen their discipline as a company and or relationship has expanded beyond the typical services around data integration and EDI to a range of collaborative efforts," Guzman said. *"Data and information are proliferating across every industry, and H. D. Smith and SEEBURGER share the view that forward-thinking companies can not only handle that data but capitalize on it."*

The Benefits – Focus on innovation

"Of course there are cost benefits to outsourcing to SEEBURGER, but for us that advantage is overshadowed by the more strategic benefits," Guzman said. *"How we treat our customers is fundamental to our continued success, and all H. D. Smith partners must meet the same standard for quality service: this was an important aspect of how we chose SEEBURGER."*

"Weathering peaks and valleys is important, especially in healthcare," Guzman stated. *"Intense periods of IT activity can be triggered by a change in a regulation or in a system used by our suppliers, customers, or payers, or some other market or technology driver. SEEBURGER handles the data center, the network, EDI, data integration – everything – so we can scale up and down easily without adding IT staff."*

"Outsourcing to SEEBURGER accelerates our time to market," Guzman said. *"SEEBURGER has a great development organization; we really trust them, and their customer service is very good. Our business teams can interact directly with the staff at SEEBURGER, discussing a potential service or improvement without needing to use technical jargon to communicate clearly."*

"With SEEBURGER Cloud Services smoothing our workload peaks and speeding our reaction time, our IT team can focus on core competencies to help H. D. Smith to do what we do best as a company: serve our customers and anticipate the needs of a rapidly changing market," Guzman concluded.