



eBusiness & eCommerce at Dow Live Cases

Elemica Networking Meeting
Shanghai
27 Oct 06

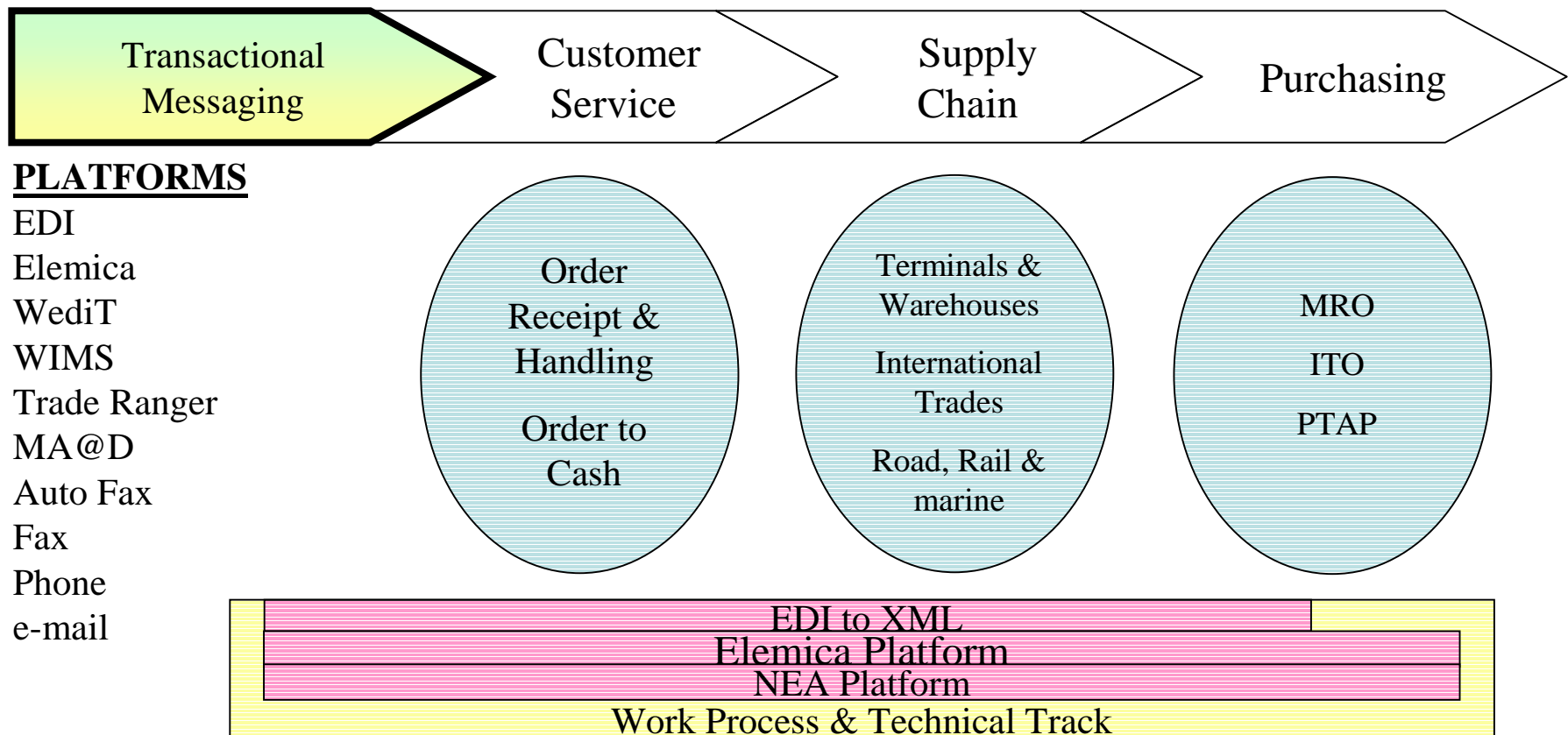
Jun Mita, eBusiness Solution Specialist
Dow Chemical Pacific

eBusiness@Dow

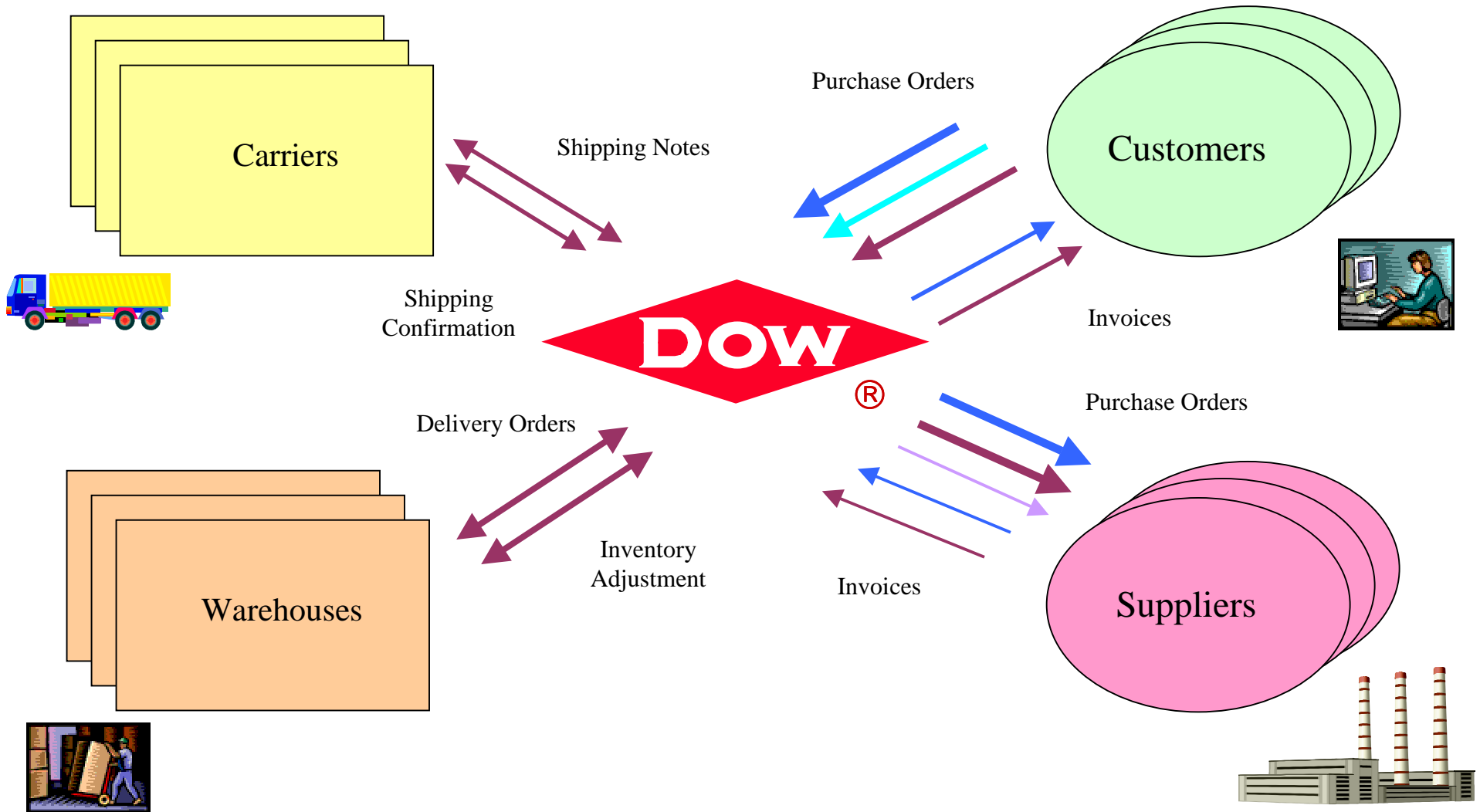


Message Optimization

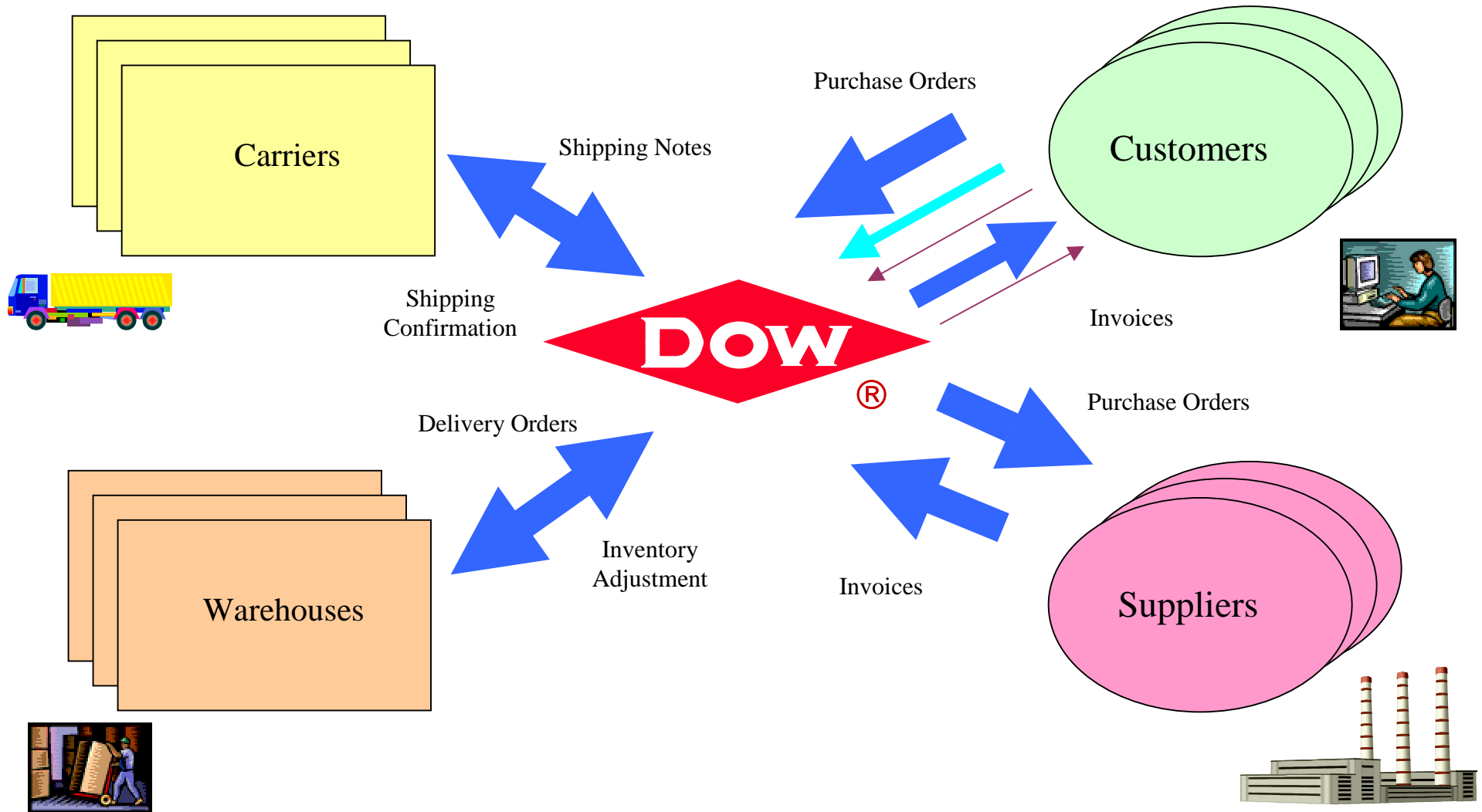
- Focuses on work process alignment...
- ...so B2B-related messages can be automated...
- ...on common I/T systems across multiple functions.



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Complementary Capabilities



- Dow's customer internet portal
- Browser based access to ALL customer information at Dow, with order entry capabilities
- Complementing ERP-ERP integration with online services such as Order Status, Reporting, Web Meeting, Dropbox, eCOA, MSDS, Literature Library, Easy Pay, Order Entry etc.
- Enabling effective ERP-ERP connectivity with trading partners using a hub (including EDI)
- End to end automation of order to cash processes (orders, ASN's, VMI, ARCR and, invoicing)
- Connect Once - Connect to all

www.mydow.com



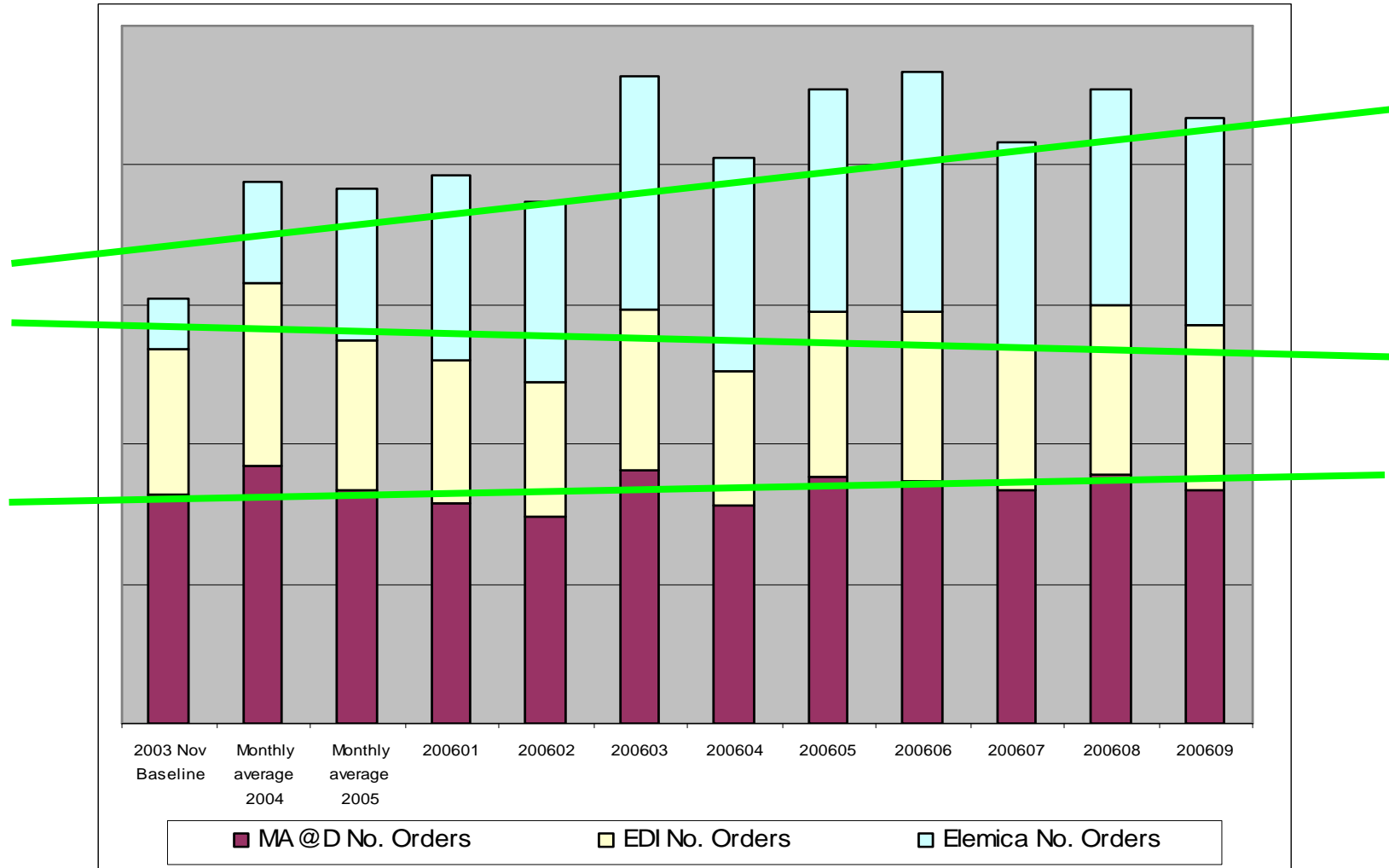
Elemica and MyAccount@Dow



... it is AND and not either/or...

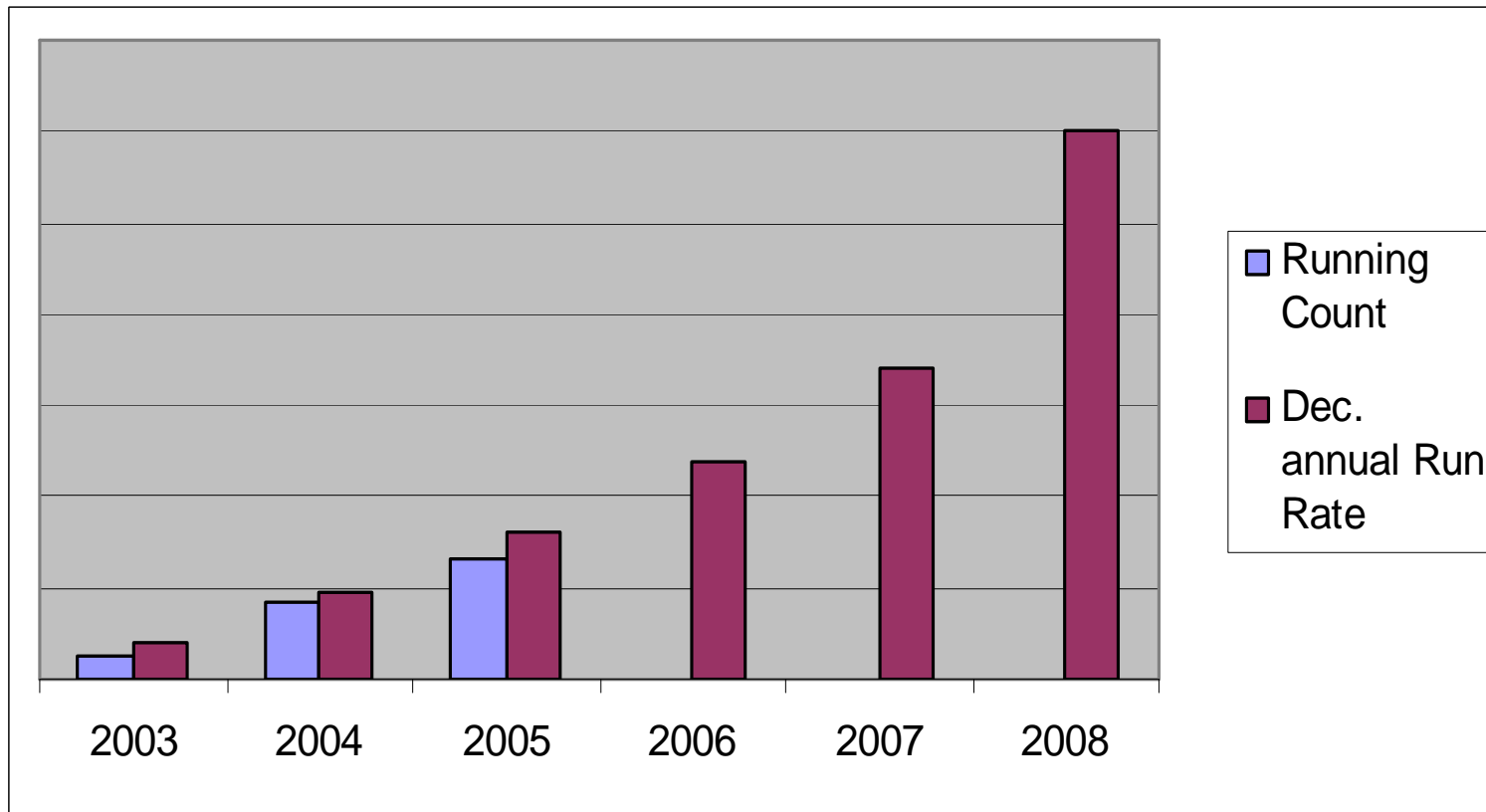


Global statistics – No. of eOrders (Dow Sell)





Growth of Elemica orders – Annual Run Rate Projection





Value Proposition - Elemica

- Optimization & standardization of OTC processes - Requires implementation of the standard work processes
- Productivity gain for everybody who touches an order – CSR's, planners, logistics, controllers, customers, suppliers, etc.
- Reduction of order cycle time
- Increase of transaction accuracy
- Reduction of cost at customers, suppliers and Dow
- Reduction of manual order handling and rework
- Enabling customers to enter and confirm orders during holidays and beyond office hours
- Stronger customer relationship and satisfaction
- *Note : Metrics and measurements to support values and science driven decision must be available.*



Achievements and Plans

Customer	Biz	Ctry	Track	Appl	Baseline Prod	Previous	Achievements
Ciba	chem	Aus	Buy	Full	Mar 2004	phone	Order Management and Invoice, optimized
OPTIMAL	chem	Mry	Buy	Full	Jul 2004	email, fax	Order Management and Invoice, optimized
Distributor	pla	Jpn	Sell	EBD	Apr 2005 - 06	fax	Order Management, increasing in 2006
CCCC	pla	Tha	Sell	Full	Nov 2005	fax	Order Management and Invoice, optimized
Customer	chem	Jpn	Sell	Full	1Q-2Q 2007	fax	Business supported
Customer	chem	Jpn	Sell	Full	2Q-3Q 2007	fax	Business supported
Customer	chem	Jpn	Sell	tbd	2Q-3Q 2007	fax	Business supported
Customer	chem	Aus	Sell	EBD		phone, fax, email	Business review
Customer	chem	Aus	Sell	EBD			
Network Hub	ag	Aus	Sell	EDI		EDI	
Customer	ag	Jpn	Sell	Full+	2Q 2007	fax	Plan phase
Distributor	pla	Jpn	Sell	tbd	2007-2008	fax	Business review
Distributor	pla	Jpn	Sell	tbd	2007-2008	fax	
Distributor	pla	Jpn	Sell	tbd	2007-2008	fax	
Distributor	pla	Jpn	Sell	tbd	2007-2008	fax	
Customer	chem	Jpn	Sell	tbd	1Q 2008	EDI	Business supported
Customer	chem	Jpn	Sell	tbd	1Q 2008	EDI	Business supported
Customers	chem	Sgp, Aus	SC	HS		fax	Telemetry. Planned for Hosted Solution.
Warehouse, Terminal & Carrier for the Pacific	all	Jpn	SC	SC	2007	EDI	Plan phase



Programs for Collaboration

- Warehouses & Terminals
- Translink for Track & Trace
- MA@D (focusing more on the information and collaboration)
- Telemetry and Elemica Hosted Solution
 - Active in Europe & NA
 - Telemetry connections in Pacific
- Procurement



Programs for acceleration

- Reviving eCommerce Ambassadors Network with the Customer Service Leadership Team to cultivate and evaluate internal & external needs
- Revitalizing education and marketing programs for Dow's primary eOfferings (Elemica, MA@D, Telemetry, Message Optimization)

Contact

- Jun Mita – B2B Solution Specialist, Customer Service Expertise Center, Pacific (+81-3-5460-2203 <mailto:jmita@dow.com>)
 - Help evaluate target accounts, select best fitting tools, develop scope and implementation plans, and more.



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Improved daily.