



## ECnet & GETT Successfully Collaborate to Facilitate BenQ Penang's Supply Chain Connectivity Using RosettaNet



### Solution

ECnet-GETT RosettaNet eSCM

### Challenges

- To achieve better control over its supply chain
- To reduce operational costs
- To streamline their business processes with their trading partners

### Results

- Improved speed of information between its suppliers
- Faster response time from the suppliers
- Increased information accuracy and automated purchasing processes
- Increased productivity and error reductions
- Organized central resource of information easily accessible

### Why choose ECnet?

BenQ Penang was looking for a solution that could help to facilitate easy communication with its trading partners via the Internet as well as to ensure that the exchange of information would be accurate and quick. They found a good fit in the RosettaNet eSCM application – jointly offered by Global Electronic Trade Technologies Sdn Bhd (GETT), a subsidiary of Penang Network Services, and ECnet, under the GETT RosettaNet E-Business Hub initiative.

Launched in June 2003, the GETT RosettaNet E-Business Hub is the result of a partnership between GETT and ECnet, a leading collaborative supply chain solutions provider in the region. GETT manages and operates the hosted RosettaNet eSCM application services co-jointly developed with ECnet to serve the needs of the Malaysian manufacturers, employing best-of-breed technology to assist businesses in rapidly integrating its business processes and automate the exchange of information with multiple business partners.

**BenQ Penang** is a wholly owned subsidiary of BenQ Corporation, incorporated in Penang, Malaysia since 1989. It manufactures computers and peripherals, LCD/CRT monitors, optical storage, KB/mouse, projectors and LCD TVs for worldwide export. The company has over 1,200 employees and is ISO 9000, ISO 14000 and OSHAS 18000 certified.

As an organization passionate about driving the latest technology to deliver quality and innovation to its customers, BenQ Penang is constantly looking for ways that can help it to work faster and more efficiently. Though well-equipped with in-depth manufacturing expertise, BenQ Penang realized that to gain a greater competitive edge, it needed to e-enable its supply chain processes to achieve better control over its supply chain and reduce operational costs. Hence, they decided to streamline their business processes with their trading partners.

### The solution

The ECnet-GETT RosettaNet eSCM application was successfully implemented in the areas of Purchase Order Management, Delivery & Logistics Management and Financial Management.

### The results

Since implementation, BenQ Penang has benefited from a standardized business process and data exchange information flow between its suppliers, faster response time from the suppliers, increased information accuracy, and automated purchasing processes. With the Internet-based communication, BenQ Penang also saw a reduction of manual, paper-based processes that led to time savings, error reductions, increased productivity for staff, and an organized central resource of information, visible for all parties including BenQ Penang and its trading partners.



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