

BCN

CTI Introduces CorrChain For Supply Chain Management

by Jim Curley

Independents seeking to retain their customers or expand their businesses through collaboration with other independents through the FirstPak JSE (Joint Selling Entities) initiative might utilize software programs such as that offered by San Diego, California based Corrugated Technologies Inc. (CTI) to help ensure the venture's success.

At the recent AICC Spring Meeting in Indian Wells, California, CTI displayed for several converters and industry media one of its newest products, CorrChain. A live demonstration linked an end user with its box supplier, another boxmaker serving as a FirstPak partner, and the mill and sheet feeder servicing the lead FirstPak boxmaker. Information moved seamlessly from customer to boxmaker to sheet supplier to mill in a process CTI's President Bill Wappler described as a "tight" collaboration.

"If you participate in ventures such as FirstPak, you will be operating in a supply chain environment," Wappler said. He explained that CorrChain gives organizations the power of collaboration — the interaction between many people within multiple organizations to transact business.

These interactions may include creating box specifications, issuing sheet requests for quotes, supply order promising, creating purchase orders, making changes, sending messages, tracking events, uploading files, updating shipment information and other events.

According to Dr. Peter Eichhorst of Paravisia Software, which developed the Supply Chain Automation Framework for CorrChain, the activities are sequentially struc-

tured into processes, and these processes communicate with each other over the Internet. Instead of manually performing and connecting activities and processes, a business process engine, executing in each supply chain partner's CorrChain environment, routes the electronic forms content automatically from one activity or process to the next.

By improving collaboration along a chain of buyers and suppliers, CorrChain can help speed time to market and eliminate errors often incurred in manual communication.



Dr. Peter Eichhorst presents CorrChain in action.

Eichhorst noted ARM Research estimated that the world's largest firms will spend anywhere from \$50-100 million each to build private exchanges over the next few years. CorrChain will allow boxmakers to provide customers with a service that fills

this perceived need. The software system will also enable boxmakers "to raise the barrier to competition by making it easier for them to do business with you," said Wappler.

Presently BMW, the German automobile manufacturer, is using a variation of the system.

One converter attending the meeting noted that the system would result in cost saving for everyone in the supply chain, while another said that by using CorrChain his company would be able to double the orders it receives without adding additional customer service personnel.

The CorrChain Alliance Program (CCAP) costs AICC members a one-time membership fee of \$6,000 and a monthly hosting fee of \$395. Each internal user will pay \$49.95 monthly, while external users, such as customers, will pay \$9.95 per month.