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# OTM User Conference

Get the Best Out of GTM Automation

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# Seagate Overview



# Seagate: Storage Leader

- **Seagate is the world's leading provider of storage devices**
  - Q3FY2013\*: 55.7 million drives shipped; revenue of \$3.5 billion
- **Provides storage for enterprise, desktop, mobile computing, consumer electronics and retail markets**
  - Builds hard disk, solid state hybrid, and solid state drives
  - 41% overall market share
  - Broadest product offering in the industry, largest customer base
- **Owns and vertically integrates critical technologies: heads and media**
- **Approximately 51,878\*\* employees worldwide**

\* For third fiscal quarter ended March 29, 2013


\*\* Includes interns and agency temps

# Seagate Products, Customers and Markets

## Internal Storage



Computing



Cloud



Consumer Electronics



Video Capture

## Branded Products



Personal Storage



Wireless Storage



Consumer Brand Sharing



SMB Storage

## Services

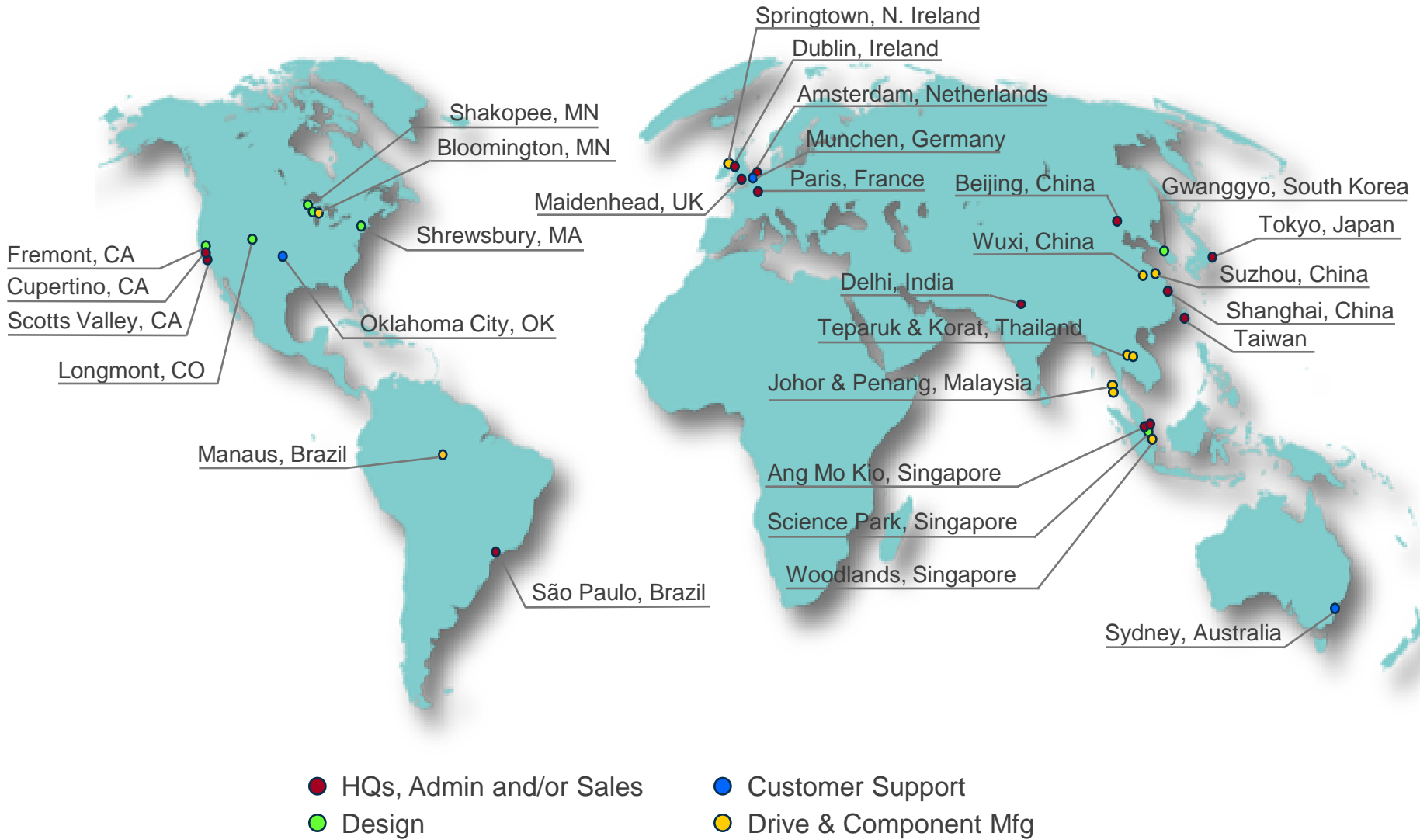


**EVault**<sup>®</sup>  
A Seagate Company



**Seagate Recovery Services**<sup>™</sup>

# Seagate Global Presence



# Seagate International Trade Systems

- Implemented custom solution to automate international trade screening in 1990's
- Implemented purchased international trade management software in 2002
  - US export regulations, applied globally
  - Inward Processing Relief (IPR) functionality for N. Ireland
- Various country-specific solutions in use

# GTM at Seagate



# History

- Seagate joined Oracle Global Trade Management Strategy Council in 2007
- Evaluated three GTM applications in 2009
- Purchased Oracle GTM in 2010
- Executed implementation project in 2011
- Go-live January 2012
  - Version 6.2.2



# Implementation Overview

- **Implementation partners**
  - Wipro – project management, interfaces, access control
  - Oracle Consulting – configurations, agents, design, product expertise, liaison to development team
  - Seagate – Project oversight, hardware and database, software install and patching, compliance rules, system performance improvements, AES filing system, reports
- **Seagate team, Oracle consultant, and Wipro lead onsite; others offshore**
- **About 8 months, plus pre-work and parallel run**

# Implementation Goals

- Replace existing functionality
- Automate functions to minimize manual effort for users
- Allow international trade staff to manage only the exceptions

# Item Classification

- Maintain multi-country classifications
  - ECCN, HTS, License Flag
  - Allows for country-specific rule development
- Assignment at item record – preferred
  - Assigned classifications are used for current and future orders
  - Time saving: assigning classifications just once for multiple transactions
- “Parent” classification
  - Classifications are copied from related items to minimize time spent classifying same items

# Contact Screening

- Screened when contact is created or updated, and when used on a transaction
- Seagate chose the screening types that we wanted to implement
  - Sanction Country
  - Red Flag List – catches potential risk customer, e.g. "Tehran", "research", "agency"
  - Restricted Party List – Contact Name
  - Restricted Party List – Contact Address
  - Seagate's own Restricted Party List for blacklisted customers

# Export Compliance Rule Screening

- Automated assignment of license or license exception (NLR & ENC)
  - Based on ECCN, regions (EAR “reasons for control”), other conditions
- Dual Country Rule Screening
  - All transactions screened against US export rules
  - Orders shipping from Singapore also screened against Singapore export rules
  - Working on Malaysia, European Union, Korea and other countries as required

# Import Compliance Rule Screening

- Automated holds for import review
  - Based on HTS, ECCN, Item Description (used, chem), Remark (import hold indicator)
  - Implemented for China, Malaysia, Singapore, Thailand
- Pre-authorization required from importing country for sensitive items
- Import permits/licenses can be obtained prior to shipment - avoiding fines, penalties, and demurrage charges

# Business Monitor and Reports

- Business Monitor
  - Configured view of all actionable transactions
  - Facilitates the management of staff workload and priorities
  - Monitors
    - » Contacts that require review
    - » Transactions on hold
    - » Item updated
    - » Expired item classification
- Reports
  - Implemented custom reports for auditing, review, reference

# Agents

- Configured many agents in GTM
- Agents add/remove records from the Business Monitor
- Transaction and transaction line agents pull in master data, execute screening, validate data, determine eligibility for interfacing, and submit records to be interfaced
- Contact and Location agents execute restricted party screening



# Interfaces

- Master data
  - Items
  - Customers (ERP, returns, misc.)
- Transactions
  - Orders (ERP, returns, misc.)
  - Order license (and classification data), to ERP
  - Shipments (ERP, returns, misc.)
- External
  - US import shipments, to Customs Broker
  - US export shipments, to AES filing system

# Other Functions

- Content Download
  - Seagate subscribes to content updates from CustomsInfo
    - » Restricted party lists
    - » HTS data for various countries
  - Updates are totally automated
    - » Scheduled job checks for updates, downloads the data, and runs any required processes
- Roles and Access Control
  - 6 roles with varying levels of access

# Automation – Custom Extensions

- Stand Alone Restricted Party Screening
  - Provides ad-hoc screening outside of GTM
- Bulk Loader
  - User-friendly way to upload a spreadsheet of data into GTM
    - » Blacklist names and addresses
    - » Classified items
    - » Contacts for restricted party screening

# Future Plans

- 6.3.x upgrade
  - Fixes and improvements
  - Restricted Party Screening Workbench
    - » Single user interface with all the Contacts and potential matches for review
    - » Big productivity gain
      - Analysts review 4300 (average) potential matches per month
    - » Analysts sometimes escalate a potential match to a manager for review

# Future Plans

- US exports AES implementation
  - Will replace 6 agents, 2 interfaces, Business Monitor functionality, reports, and a separate AES filing application
- Customs Management
  - Generate country-specific Customs documents
- Global Trade Intelligence

# Overall Improvement

- Enhanced visibility and compliance of global transactions (Import/Export Rules, Red Flag Words)
- At-a-glance assessment of workload (Business Monitor)
- Facilitated and expedited mass data entry (Bulk Uploader)

