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COVER STORY  
DuPont and CSC  
Partners Changing With the Times



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DuPont Vice President for IT  
and CIO Phuong Tram

# DUPONT AND CSC: PARTNERS CHANGING WITH THE TIMES

by Jim Battey

To stay competitive in a challenging economy, companies must team with strategic partners that can deliver globally. Since 1997, DuPont and CSC have maintained a close business relationship that has thrived in good times and bad.

Our partnership<sup>1</sup> has evolved to reflect the times — and one key to its success has been flexibility. CSC is now driving a wide range of strategic business initiatives, such as spearheading DuPont's desktop virtualization efforts and helping the company improve their global operations.

## **Cash is king**

Today, our chief role is to help the DuPont IT organization contribute to the company's business success. Phuong Tram, DuPont vice president for IT and CIO, offers a crisp summation of things: "Cash is king." He adds, "This is a tough economy. We need to use IT to drive the maximization of cash by revenue generation and working capital reduction. This is about cost management, not just IT."

Tram believes that in order to succeed in today's global economy, companies can't afford to go it alone. "I don't know how people can work in a dynamic business environment without a partner," he says. Tram says the DuPont relationship with CSC is a strategic partnership where business process know-how, best practices and technology standardization go along with the more traditional IT infrastructure and application development services.

Self-described as a "market-driven science company," DuPont has weathered the global recession relatively well by continuing to introduce new products and focusing on cost discipline. While maintaining close attention to customer service, the company is in the midst of a global initiative to improve working capital and keep a tight grip on costs.

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<sup>1</sup> By "partnership" the companies are referring to a collaborative, strategic business relationship between provider and customer for value-add services, and not a joint venture or partnership.

# DuPont Through the Years

**1802:** Company is founded by Eleuthère Irénée du Pont on the banks of the Brandywine River near Wilmington, Delaware.



**1880:** Expanding its gunpowder and explosives business, DuPont enters the dynamite production market.

**1903:** DuPont chemists make key discoveries that help launch the company's polychemicals business.

**1930:** DuPont develops neoprene, the first mass-produced synthetic rubber compound.



**1935:** Wallace Carothers, a DuPont chemist, invents nylon, the world's first true synthetic fiber.

**1944:** As part of the Manhattan Project, DuPont completes construction of the Hanford Site, the first large-scale plutonium production reactor.

**1962:** DuPont commercializes Lycra®, a stretchable elastane fiber.

**1981:** Moving to diversify, DuPont purchases leading oil and gas company Conoco.

**1997:** CSC begins landmark 10-year alliance with DuPont to operate the company's global IT infrastructure and provide application and software services.



**2000:** DuPont produces the renewably sourced polymer Sorona®, a breakthrough polymer platform.

**2005:** DuPont extends CSC's IT outsourcing services agreement through 2014.

**2008:** A major research facility, the DuPont Knowledge Center, opens in Hyderabad, India.

To help DuPont achieve their business objectives, we're collaborating to align the DuPont IT critical operating tasks and corporate business directives with the full power of "One CSC" — to drive efficiency improvements and greater business value. For example, CSC is contributing expertise in critical areas such as supply chain management to help reduce working capital. We have deployed our High-Impact Supply Chain Assessment (HISCA) diagnostic system to support this corporate initiative at DuPont.

## Growing locally

A former regional operations manager at DuPont, Tram knows the value of customer service. His approach is to have global resources available, to tap into best practices and deliver a local solution. He also asserts that for a partnership to be successful, the focus has to be on the strategic relationship — and not the contract. CSC's Leading Edge Forum has been working with Tram's IT executive leadership team to educate DuPont on how to think beyond technology and focus on solving business issues.



DuPont business Pioneer Hi-Bred exhibits seed products at agricultural and feed expo show in Argentina.

As CSC's customer relationship executive for DuPont, Chuck Deise maintains a constant presence at the company's Wilmington, Delaware, headquarters. Part of his job has been to help usher in a new atmosphere where CSC brings much more strategic business value to DuPont, whether it be mining our deep regulatory expertise within the public sector, leveraging our best practices with other clients, or providing thought leadership on emerging technologies and business models. "Phuong expects this from his strategic partners — our job is to bring fresh perspectives," Deise says.

Tram is pleased with the changes implemented across CSC by the Project Accelerate strategic growth initiative, especially the renewed emphasis on the "One CSC" approach to serving global clients. "CSC now has one focal point — whether it's supply chain, data, finance, manufacturing, regulatory, applications or infrastructure," says Tram. "The cohesiveness is that CSC will reach out and deliver the best," he adds.

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Lycra® is a registered trademark of INVISTA.

Images on pages 6 and 7 are courtesy of DuPont.



(Top) DuPont research scientists at work in a biobutanol molecular biology lab.  
 (Bottom) DuPont employees celebrate the opening of the Sofia, Bulgaria, office.

**Virtual is a virtue**

One of the recent IT initiatives at DuPont is a move to desktop virtualization. Tram and his team are working closely with CSC to lead DuPont into what he considers the future of corporate technology: a world of virtualized desktops, information-on-demand and cloud computing. Through virtualization, DuPont aims to reduce the need to buy the traditional desktop/laptop configuration and also avoid costly servicing.

For a global leader such as DuPont, sustainability is a top priority, and being a pacesetter in regulatory compliance is essential to differentiating the brand and staying competitive. We've been integral in helping DuPont develop repeatable business processes for implementing essential compliance programs to meet regulatory standards across multiple geographies. In Europe, for instance, companies producing chemical products

must meet the stringent requirements set forth by regulations from the REACH legislation (Registration, Evaluation, Authorisation and Restriction of Chemicals).

DuPont selected CSC as its REACH solution partner to help the company develop a regulatory compliance technology platform that employs proven business processes while leveraging our SAP expertise. In addition, DuPont and CSC are partnering to build an industry-first enterprise compliance and sustainability unified framework using common business processes, a common reference architecture and data model. An extension of this capability to greenhouse gas and carbon management is already being planned.

**World-class IT**

When DuPont brought CSC into the fold in 1997, many observers were skeptical that such an ambitious outsourcing engagement would work. The relationship has not only worked, it has flourished — so much so, that in 2005 DuPont and CSC signed an agreement to sustain the strategic partnership through at least 2014.

Tram says the relationship has evolved in such a way that he views the partnership less like a traditional outsourcing engagement and more like buying IT as a service. At the same time, the tone of the business relationship has changed. Says Deise, "There's a whole different level of thinking. We are now working with DuPont to bring new managed services business models that bundle both the infrastructure and the applications with business processes."

With flexibility and a devotion to quality as its hallmarks, the DuPont-CSC strategic relationship has been advantageous to both companies. At the outset of the relationship, CSC's support of DuPont primarily consisted of running and maintaining the company's critical infrastructure for a fee, which was based on the number of resources required. Since then, that model has shifted to fit the times, be it managed services — which enable DuPont to buy IT as a service and reduce the risk to their company — or a stronger emphasis on leveraging our business consulting and solutions organization. As technology and the economic climate change, so changes the partnership. ■

# DuPont

## Facts and Figures

**FOUNDED:**  
1802

**JOINED DOW JONES 30 INDUSTRIALS:**  
1924

**2008 REVENUE:**  
\$30.5 billion

**EMPLOYEES:**  
60,000

**GLOBAL OPERATIONS:**  
More than 70 countries

**LEADING BUSINESSES:**  
Agriculture & Nutrition, Coatings, Performance Materials, Plastics, Electronics, Safety & Protection, Applied BioSciences

**LEADING BRANDS, TRADEMARKS & LEGACY DEVELOPMENTS:**  
Teflon®, Dacron®, nylon, Kevlar®, Mylar®, neoprene, Corian®, Freon®

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**JIM BATTEY** is a senior writer for CSC's corporate office.



BUSINESS SOLUTIONS  
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## **Worldwide CSC Headquarters**

### **The Americas**

3170 Fairview Park Drive  
Falls Church, Virginia 22042  
United States  
+1.703.876.1000

### **Europe, Middle East, Africa**

Royal Pavilion  
Wellesley Road  
Aldershot, Hampshire GU11 1PZ  
United Kingdom  
+44(0)1252.534000

### **Australia**

26 Talavera Road  
Macquarie Park, NSW 2113  
Australia  
+61(0)29034.3000

### **Asia**

139 Cecil Street  
#06-00 Cecil House  
Singapore 069539  
Republic of Singapore  
+65.6221.9095

## **About CSC**

*The mission of CSC is to be a global leader in providing technology enabled business solutions and services.*

*With the broadest range of capabilities, CSC offers clients the solutions they need to manage complexity, focus on core businesses, collaborate with partners and clients, and improve operations.*

*CSC makes a special point of understanding its clients and provides experts with real-world experience to work with them. CSC is vendor-independent, delivering solutions that best meet each client's unique requirements.*

*For more than 50 years, clients in industries and governments worldwide have trusted CSC with their business process and information systems outsourcing, systems integration and consulting needs.*

*The company trades on the New York Stock Exchange under the symbol "CSC."*

**CONTACT CSC WORLD:** [world@csc.com](mailto:world@csc.com)

**VISIT:** [www.csc.com/cscworld](http://www.csc.com/cscworld)