

WebSphere® software

## New Holland grows higher customer satisfaction with IBM solution.

### Overview

#### ■ Challenge

*Provide better service to dealers by enabling them to place and manage orders faster and more conveniently, and reduce the inefficiencies of a telephone/fax ordering system*

#### ■ Why IBM?

*IBM was able to quickly offer a proof of concept and a solution that provided software and software services*

#### ■ Solution

*WebSphere HATS solution provides Internet connectivity to host applications, making it easy for dealers to access applications and place orders*

#### ■ Key Benefits

*77% increase in dealer satisfaction for whole-goods ordering processes among New Holland Agricultural dealers as well as New Holland and Kobelco Construction dealers; thousands of dollars saved by reassigning call center employees to higher value work; accelerating inventory improves dealers' bottom lines; receiving orders faster improves cash flow for New Holland; solution launched on time and under budget*



*New Holland streamlined its order entry system by providing a Web-based, self-service solution that dealers can use instead of tying up resources in the company's call center.*

Tracing the history of the New Holland brand and its parent company, CNH America LLC, is like watching the invention and development of mechanized agriculture. One of the world's largest agricultural and construction equipment manufacturers, CNH makes harvesters, balers, tractors, combines and other types of farm equipment and construction machinery.

*“We’ve provided a modern, Web-based order system that makes life easier for our dealers, and thanks to IBM Services and IBM WebSphere HATS, it has been a tremendous success. In fact, dealer satisfaction is up by 77 percent among New Holland dealers for whole-goods ordering processes.”*

*– Tim Lyon, Operations Director,  
New Holland*

## Boosting customer satisfaction by modernizing business processes

### Key Components

#### Software

- IBM WebSphere® Host Access Transformation Services (HATS)
- IBM WebSphere Application Server – Express
- IBM Rational® Web Developer for WebSphere Software

#### Server

- IBM @server® iSeries™

#### Services

- IBM Software Services for WebSphere

#### Business Partner

- Beaver Creek Solutions

The \$12 billion CNH has grown by acquiring other businesses such as the Pennsylvania-based New Holland brand, as well as many other names that are associated with the history of modern agriculture, such as Flexi-coil and the tractor division of Ford Motor Company. New Holland consists of several vertical industry divisions and familiar brand names that have flowed into the giant CNH umbrella. And just as industrialization made less work for farmers, New Holland is adopting innovation in the information technology (IT) industry to make less work for its employees and dealers.

Previously, CNH's Information Technology Division had provided 1,200 North American dealers of New Holland Agriculture, New Holland Construction and Kobelco Construction equipment with a rudimentary system for tracking orders on J.D. Edwards enterprise resource planning (ERP) back ends. Powered by the IBM AS/400® (predecessor of the IBM @server iSeries system), the system required dealers to call or fax in their orders to the New Holland field sales managers or the dealer service center, lowering productivity at both ends. By extending access to host applications through the Internet, New Holland would be able to reduce dependence on their field sales managers and call center by giving the dealers the ability to create, configure, and check the status of orders and cancel them online.

### Harvesting savings and better customer relations

A new wave of innovation hit New Holland's IT infrastructure with the company's "Web-to-host-screen revitalization" project—an initiative for replacing dial-up terminals and plain green screens with the colorful and easy-to-use screens that can be built once, enhanced and published over and over on the Web.

A longtime IBM customer for software and servers, New Holland chose IBM WebSphere Host Access Transformation Services (HATS) instead of an integration product for the iSeries provided by Lansa. The deal was clinched when IBM demonstrated that, with just a few hours of development, New Holland could provide access to its iSeries applications on the Web in a new and more user-friendly format. "The WebSphere HATS demonstration blew us away," says Tim Lyon, operations director, New Holland. "From that moment on, we knew we had a winner."

*"What was amazing to me was how quickly our New Holland support team and solutions delivery could run the application without assistance, after making use of the expertise of IBM and Beaver Creek Solutions."*

–Tim Lyon

### **Fast learning curve**

Dealers use the new system to order inventory, display and print invoices, track orders, and navigate the supply chain process. The WebSphere HATS software recognizes the iSeries green screens and transforms them into HTML and Java™ technology-based Web pages with all the modern conveniences that Web users expect, such as push buttons, drop-down menus and the use of color.

New Holland worked with Beaver Creek Solutions, an IBM Business Partner specializing in Web-to-host integration, and IBM Software Services for WebSphere to develop the applications with IBM Rational Web Developer for WebSphere Software (formerly known as IBM WebSphere Studio Site Developer). IBM WebSphere Application Server – Express powers the Web-based transactions and interacts with the ERP back end.

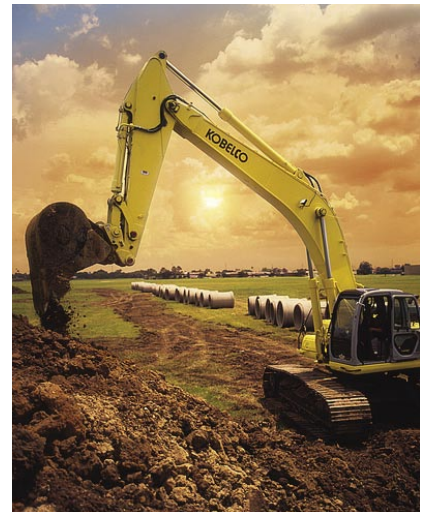
“What amazed me was how quickly our New Holland support team and solutions delivery could run the application without assistance, after making use of the expertise of IBM and Beaver Creek Solutions,” says Lyon.

By reassigning call center employees to higher value work, New Holland is saving thousands of dollars. The new solution, called iLogNet, is helping to accelerate dealer inventory, which in turn improves the dealers’ ability to manage their bottom lines. New Holland is also receiving orders more quickly, accelerating cash flow.

“We’ve provided a modern, Web-based order system that makes life easier for our dealers, and thanks to IBM Services and IBM WebSphere HATS, it has been a tremendous success,” says Lyon. “In fact, dealer satisfaction is up by 77 percent among New Holland Agriculture dealers for whole-goods ordering processes.”

### **Corporate recognition confirms success**

Beaver Creek Solutions helped implement the solution and train the staff to work with the software. Working with Beaver Creek Solutions and IBM, New Holland produced a working prototype in just two months, and the entire project went live one month later.



*Originator of many agricultural innovations, New Holland is transforming the way it does business with a Web-to-host revitalization project based on IBM WebSphere HATS.*

*“We plan to improve our speed to market in terms of developing seamless flows of information to integrate end to end with our business partners. IBM, WebSphere and the service oriented architecture will be the key components of our ability to do that.”*

*– Ted Post, System Integrator, CNH*

CNH recognized the effort put forth by the IBM, Beaver Creek Solutions and New Holland team by awarding the project its annual CEO Circle of Excellence Award, citing the cross-functional New Holland team for work embodying the company's core values: customer satisfaction, value creation and people involvement. The award citation also makes clear that "The iLogNet online order management project was launched on time and under budget."

### **Planting the seeds of future excellence**

One success begets another: Other New Holland units have signed up to use the WebSphere HATS solution for other systems. These projects will leverage IBM WebSphere Business Integration Server, IBM WebSphere MQ and WebSphere HATS.

"In terms of the foundation that's been laid as a result of the success of the iLogNet project, the impact has been tremendous," says Ted Post, system integrator, CNH. "We have set a clear direction for the technology that's going to be used for projects in the future and for the development of tools to use for those projects."

New Holland is already laying the groundwork for a service oriented architecture by reusing their existing legacy IT assets that they can treat as flexible services. "WebSphere Application Server and the IBM WebSphere Business Integration portfolio will be key to this project because of their flexibility and adherence to open standards," says Post. Right now the group is programming point to point, but the direction of the future is building reusable code for Web services that can interact without custom integration. This will greatly improve New Holland's agility in the marketplace.

"We've done a lot of custom integration with joint ventures, and we know that without a centralized, open, service oriented architecture that allows us to layer on services, we are slowing the business process," says Post. "We plan to improve our speed to market in terms of developing seamless flows of information to integrate end to end with our business partners. IBM, WebSphere and the service oriented architecture will be the key components of our ability to do that."

### **For more information**

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