

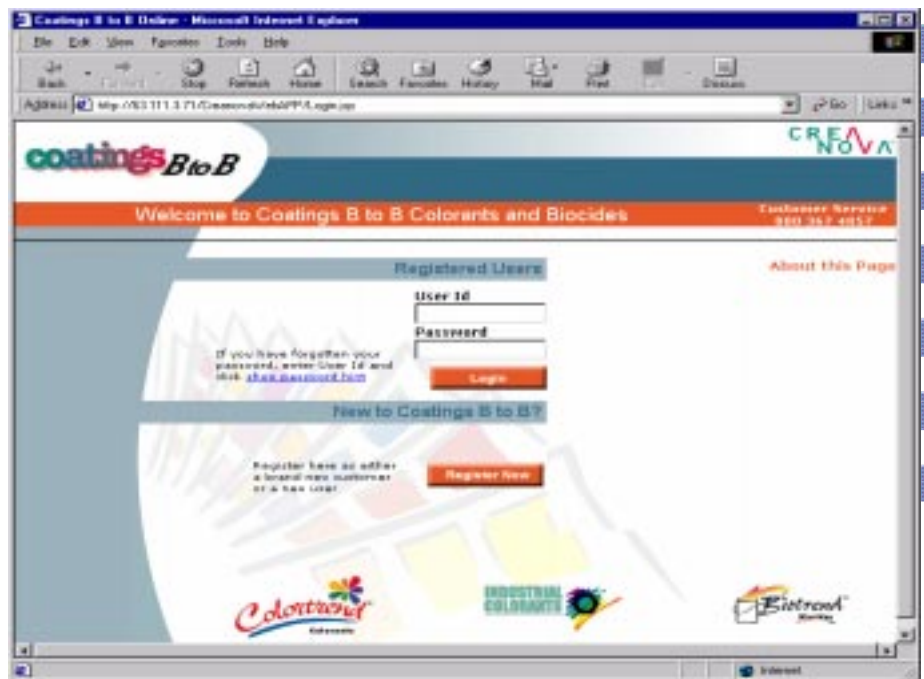


Degussa-Hüls divisions go to market with IBM e-business solutions.

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| Application | Web-based front end for legacy order entry and fulfillment systems |
| Business Benefits | Reduces workload and increases customer satisfaction by making it easier to perform common transactions |
| Software | IBM DB2® Universal Database™, IBM MQSeries®, IBM WebSphere™ Application Server, Microsoft® Windows NT®, Java™, IBM Patterns for e-business |
| Hardware | IBM AS/400®, Compaq |

A chemical manufacturer with offices located on five continents, Degussa-Hüls AG challenged its divisions around the world to use the Internet to increase product sales and customer satisfaction. Based in Germany, Degussa-Hüls and its subsidiaries produce bulk and specialty chemicals used in a wide variety of applications, including coatings, sealants, dental fillings and equipment, to name a few.

To increase customer satisfaction, decrease support costs and satisfy the corporate e-business initiative, CREANOVA, Inc., a U.S. subsidiary of Degussa-Hüls, turned to IBM to develop and deploy an e-commerce solution that would leverage its investment in legacy systems and make it easier for customers to place and track orders. CREANOVA makes colorants and additives for the paint industry, which are typically purchased in bulk. Web-enabling its business-to-business (B2B) order entry and fulfillment systems helps automate these processes for both the company and its customers.



“IBM stepped in with their rapid development cycle and delivered the system much faster than even we anticipated.”

Marvin Mohler, Manager of Information Technology Architecture, Degussa-Hüls

Extending legacy systems to the Internet

One of the key factors driving development of the CREANOVA Web integration project was speed to market. A third-party analysis of the e-business strategy project indicated that it would take several months to design, develop and implement a Web-based front end for these legacy systems. IBM delivered a fully functional solution in only four months.

By using established Patterns for e-business, IBM was able to develop and deliver the Web-enabled CREANOVA order management system in just 120 days. These Patterns—a group of proven, reusable assets that can help speed the application-development process—enabled IBM developers to focus on the system’s business logic, allowing them to use previously developed code to address connectivity issues. By using Patterns, which are part of the IBM Application Framework for e-business, the development team was able to concentrate on writing Java applications rather than configuration and runtime routines. Extending existing technology to the Internet is often more challenging than building Web applications from scratch. The Patterns were essential for releasing the system to production in a reasonable timeframe and on budget.

The CREANOVA order management solution uses IBM WebSphere Application Server running on Microsoft Windows NT to access Java servlets. The Java code builds XML messages and sends them to the back-end server using IBM MQSeries. Java objects are passed to JavaServer Pages™, which WebSphere then converts into HTML for display to the user.

A prototype of the system was demonstrated at an internal trade show, where other Degussa-Hüls divisions first saw the capabilities of the application. As a result of our work with CREANOVA, three other Degussa-Hüls subsidiaries—Degussa-Ney Dental, Feed Additives and Industrial Chemicals—have contacted IBM to develop e-business applications for their use.

Why IBM?

By using Patterns for e-business, IBM helped CREANOVA develop a B2B e-business solution that extends its investment in existing technology. As a result, companies that do business with CREANOVA can order and track shipments online, around the clock, without having to make repeated, time-consuming calls to customer service representatives. The IBM solution helps CREANOVA improve customer satisfaction while leveraging its legacy systems—a winning combination for CREANOVA and its customers.

“We were able to demonstrate our online capabilities at an important global e-business conference, allowing our other divisions to see that IBM could deliver in weeks what other vendors had taken months to develop.”

Marvin Mohler, Manager of Information Technology Architecture, Degussa-Hüls

For more information

To learn more about IBM patterns for e-business, contact your local IBM representative or Business Partner, or visit:

ibm.com/framework/patterns



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