

## Omron sparks its profile with WebSphere Commerce Suite.

---

### Overview

---

#### ■ **Application**

*Online B2B catalog for electronic components and industrial controls*

#### ■ **Business Benefits**

*Projected 10% to 20% increase in revenues over 2 years*

#### ■ **Software**

*IBM WebSphere® Commerce Suite, Pro Edition, IBM WebSphere Application Server, Advanced Edition, IBM DB2® Universal Database™*

#### ■ **Servers**

*IBM AS/400®*

#### ■ **Business Partner**

*Precision Systems Concepts*

In many ways, design engineers from manufacturing powerhouses such as Carrier, Whirlpool, General Motors, Ford and DaimlerChrysler hold the key to success for Omron Electronics, LLC, a \$5.2 billion manufacturer of electronic components and industrial controls.

These engineers, after all, influence the procurement of Omron's products. By specifying an Omron component when they're preparing to manufacture a product, they're helping to drive the sale of huge quantities of Omron components. Therefore, the more product information Omron can put at the fingertips of these design engineers, the more likely these engineers are to design Omron into their products.

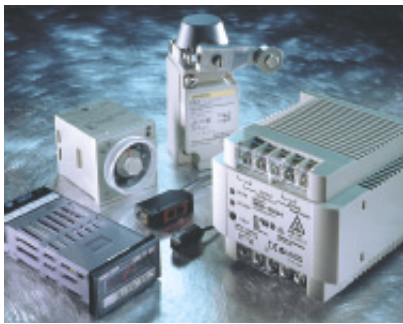
But until recently, Omron couldn't provide this valuable information, because the company had no searchable database of information on its more than 10,000 SKUs. Product data was scattered throughout the company in many different types of files—technical drawings,

for instance, were in Quark files and marketing descriptions were in Microsoft® Word. In fact, says Mark Lewis, director of corporate communications for Omron Electronics, LLC, "Our own employees couldn't locate information on our products without going through stacks of catalogs and printouts." Omron's online catalog wasn't much help either, as it could not be searched by product number or by specifications.

*"WebSphere Commerce Suite provides a comprehensive set of tools for creating highly functional e-commerce solutions, no matter how complex the needs may be."*

*—Mark Lewis, Director of Corporate Communications, Omron Electronics, LLC*

## e-business—accelerating the pace of business and the pace of change



Omron uses IBM WebSphere Commerce Suite to power its online catalog of industrial automation and electronic control components.

When Omron Corporation, the corporate parent of Omron Electronics, stepped in and instructed the subsidiary to get a searchable, online catalog up and running within five months, the company began looking in earnest for a best-of-breed e-commerce software package. Of paramount concern, given the time constraint, was rapid development and deployment, but Omron also needed a system that could efficiently handle its complex cataloging requirements and business rules. At the same time, Omron wanted to be sure its new online catalog provided true value through personalized service for customers.

After evaluating several e-commerce software packages, including one from BroadVision, Omron chose IBM WebSphere Commerce Suite, Pro Edition because it surpassed the competition in out-of-the-box functionality, robustness and speed-to-market. Omron also selected an IBM Premier Business Partner, Precision Systems Concepts, Inc. (PSC) of Schaumburg, Illinois, to help develop and populate a product database, and install, configure and develop the catalog application.

Working together, PSC and Omron were able to complete the online catalog project on time. With its new business-to-business (B2B) online catalog, Omron projects a 10 percent to 20 percent increase in revenues over the next 2 years on top of its standard annual growth of 10 percent to 15 percent. "Thanks to PSC and WebSphere Commerce Suite, the personalized service we've been able to build into our online catalog will help make Omron the first choice for design engineers who require electronic components," says Lewis.

*"The personalized service we've been able to build into our online catalog will help make Omron the first choice for design engineers who require electronic components."*

—Mark Lewis

### Rich, personalized functions

PSC designed a parametric search engine that enables engineers to locate the products they need from Omron based on multiple specifications. Engineers use a menu to enter their desired specifications, such as output types, inputs, shapes, sizes, configurations and power requirements.

After getting a list of products that best match their requirements, customers can order sample quantities online. From that point on, the system uses e-mail notifications extensively to communicate with the customer and ensure prompt follow-through by Omron's sales and marketing teams, as well as its distributors.

### Delivering impressive service

Short timeframe aside, one of the most daunting challenges PSC faced in delivering a B2B catalog to Omron involved consolidating data—from technical drawings and price lists to marketing brochures—from disparate sources. To meet this challenge, PSC used its eCatalog software, a collection of Java™



*Design engineers use Omron's online catalog to obtain information on Omron components and to order samples.*

components that organizes disparate material into an online catalog format. A large data-entry team developed the catalog, which was then inserted into IBM DB2 Universal Database running on an IBM AS/400 server. WebSphere Commerce Suite also runs on the same platform.

Omron's main Web site resides on a Microsoft Windows NT® server. When a shopper selects the electronic catalog from the home page, the request passes to IBM WebSphere Application Server, Advanced Edition on the AS/400 server, which

manages the transactions between WebSphere Commerce Suite, the product catalog on DB2 Universal Database and back-end inventory applications on another AS/400 server. To create the personalized e-mails that inform customers and direct the marketing support teams, WebSphere Application Server leverages product and inventory information stored in DB2 Universal Database on multiple AS/400 servers and Omron's distributor information residing in a Lotus® Notes® database on a Windows NT server.

Says Tom Buehler, sales manager and principal of PSC, "With all the functionality we designed into this site, the customer comes away with an idea of just how easy it is to do business with Omron. So, when they start to put together their component requirements for a project in a bill of materials, it's a natural for them to include Omron's product."

PSC used many components of the WebSphere software platform for e-business as tools to build the site, including IBM VisualAge® for Java to develop JavaServer Pages™ (JSP™), custom Java programs and Java interfaces to legacy systems. PSC utilized IBM WebSphere Commerce Studio to manage the code libraries for dynamic content and IBM WebSphere Payment Manager for processing payments. "The fact that WebSphere Commerce Suite provides so many out-of-the-box tools enabled us to create this solution in just five months," comments Buehler.

### **A global solution**

Teams from Omron Corporation worldwide met several times during the process of selecting e-commerce software. Says Lewis, "The group as a whole wanted a solution which could be leveraged enterprise-wide in e-commerce applications. WebSphere Commerce Suite provides a comprehensive set of tools for creating highly functional e-commerce solutions, no matter how complex the needs may be. This will enable us to meet needs that we haven't even anticipated, and expand our businesses in many directions."

### **For more information**

Please contact your IBM marketing representative or IBM Business Partner.

Visit us at:

**[ibm.com/software/webservers/commerce](http://ibm.com/software/webservers/commerce)**

For more information about Omron and Precision Systems Concepts, Inc., visit:  
[www.omron.com](http://www.omron.com)  
[www.psclistsens.com](http://www.psclistsens.com)



© Copyright IBM Corporation 2001

IBM Corporation  
Software Group  
Route 100  
Somers, New York 10589

Produced in the United States of America  
03-01  
All Rights Reserved

AS/400, DB2, DB2 Universal Database, the e-business logo, IBM, the IBM logo, VisualAge and WebSphere are trademarks of International Business Machines Corporation in the United States, other countries, or both.

Lotus, Lotus Notes and Notes are trademarks of Lotus Development Corporation in the United States, other countries, or both.

Microsoft and Windows NT are trademarks of Microsoft Corporation in the United States, other countries, or both.

Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both.

Other company, product or service names may be trademarks or service marks of others.

This case study illustrates how one IBM Business Partner uses IBM products. Many factors have contributed to the results and benefits described. IBM does not guarantee comparable results. All information contained herein was provided by the featured IBM Business Partner and its customer. IBM does not attest to its accuracy.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.