

Honeywell

Industry:	Manufacturing (Aviation)
Product(s):	BEA WebLogic® Server
Partner(s):	Entigo
Business Problem:	Customer Relationship Management (CRM) and branding
Project:	Honeywell created a portal for pilots, aviation products dealers, and manufacturers, with greater personalization, flexibility, and reliability
Why BEA:	“With the robust functionality of the BEA platform, we can focus our efforts where they deliver the best value, which is in <i>business process</i> rather than infrastructure.”
Highlights:	In its first year, the BendixKing site reduced customer service calls by 30%. Site traffic is up 90% each month, and Honeywell foresees a 20-30% increase in services.

COMPANY BRIEF

Honeywell is a \$24 billion diversified technology and manufacturing leader, serving customers worldwide with aerospace products and services; control technologies for buildings, homes, and industry; automotive products; power generation systems; specialty chemicals; fibers; plastics; and electronic and advanced materials.

BUSINESS CHALLENGE

Honeywell’s Business, Regional and General Aviation (BRGA) division, which manufactures and sells an extensive line of aviation products and services under the BendixKing brand name, had built an e-commerce site to sell its products, but the site was static, offered only basic information, and did not permit electronic interaction among pilots and dealers.

Customer service was also problematic, exacerbated by such factors as different time zones, outdated catalogs, more than 20,000 phone calls per month, many faxes and much paperwork, and long order-processing cycles. Complicated and time-consuming, customer service needed to be simplified, streamlined, and accelerated.

BUILT ON BEA™ SOLUTION

Enter Entigo™, a BEA partner and a leading provider of Web-based software that enables large enterprises to effectively market, sell, and service their products through channel partners online in real-time. With an emphasis on seamless, collaborative, multi-tier channel management, Entigo solutions are helping many of the world’s largest manufacturers significantly improve customer service, decrease operating costs, and increase revenues.

The task was to transform the fledgling BendixKing Web site into a dynamic, interactive e-commerce portal where its customers — dealers, pilots, and manufacturers — would get



superior quality and service. Honeywell wanted the Web site to exceed traditional e-commerce business models by providing a personalized Web experience for each customer set. The goal was to customize the BendixKing site to suit each group's distinctive needs and allow them to conduct business with Honeywell in the most efficient manner possible.

Entigo personalized its Entigo Catalog™ and Entigo Order™ e-commerce solutions, based on BEA WebLogic Server™, to get the job done and on schedule. WebLogic Server provided BendixKing with the flexibility and security of a server-side Java system, while supporting the scalability, performance, and reliability that are essential to a mission-critical application.

“We chose to partner with BEA because it has a strong record for early adoption and adherence to standards — today's and the emerging standards of tomorrow,” said Mark Demers, VP of marketing and business development at Entigo. “Such dedication to standards, such as J2EE and XML, helps ensure we are flexible as we move forward with our business. With the robust functionality of the BEA platform, we can focus our efforts where they deliver the best value, which is in *business process* rather than infrastructure.”

In its first year, the BendixKing site reduced customer service calls by 30 percent. The company now requires its dealers to order online, and booked \$20 million in orders over the Web site in 2001 and expects to achieve an estimated \$40 million in 2002. Site traffic to Honeywell's BendixKing.com site increased by 90 percent each month, and Honeywell foresees a 20-30 percent increase in services.

Honeywell's BendixKing.com site is the first of its kind in the avionics community. “We feel this Web site will give us the leading edge to stay ahead of the competition,” said Neel Sehgal Director, IT/Digitization for Customer Services at Honeywell. “The fact that we've had to add three additional T1 lines just to support the increased traffic is a strong indication of how well the system is being received by our customers. On a scale from one to ten, I rate the BEA/Entigo solution a nine ... and I've never given any product a ten.”

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