Honeywell

Serves aviation industry with portal that also increases sales

Industry: Manufacturing (Aviation)
Product(s): BEA WebLogic® Server
Partner(s): Entigo Corporation

Summary

Honeywell Aerospace Electronic Systems Division had built an e-commerce site to sell its BendixKing brand products, but the site offered only basic information, and did not permit electronic interaction among pilots and dealers. BEA partner Entigo™ transformed the fledgling BendixKing site into a dynamic, interactive e-commerce portal where its customers — dealers, pilots, and manufacturers —get superior quality and service.

Problem: Customer Relationship Management (CRM) and branding

Honeywell needed to build loyalty for its BendixKing brand among pilots by making online customer service simple, streamlined, and accelerated.

Solution: Portal integrated with ordering and dealer network

Honeywell created a portal for pilots, aviation products dealers, and manufacturers, with greater personalization, flexibility, and reliability.

Results

- In its first year, the BendixKing site reduced customer service calls by 30%.

- The company booked $20M in orders over the Web site in 2001 and expects to achieve an estimated $40M in 2002.

- Site traffic is up 90% each month, and Honeywell foresees a 20-30% increase in services.

Benefits

- "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."

- "Such dedication to standards, such as J2EE and XML, helps ensure we are flexible as we move forward with our business."

- "It's critical to customize the service to your customers… Entigo's customer-profiling module allows us to do that type of customization, and it's one of the big keys to the success of the Entigo/BEA solution."

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THE BUSINESS CHALLENGE

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. 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. In addition, the many mergers and acquisitions that make up the present-day Honeywell had produced a plethora of legacy systems and applications, with about 40 different systems for order entries. The company didn't want to uproot them all but rather to integrate them.

> "These days, it's critical to customize the service to your customers. That's really what separates a great product from an adequate one."

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.

"From the outset, we knew this wouldn't be an ordinary development project," said Neel Sehgal Director, IT/Digitization for Customer Services at Honeywell. "There were many unique obstacles to overcome. We partner with dealers for sales and installation, and we needed to allow pilots to browse and select products and then

contact a dealer to request a price quote. Dealers and OEMs, on the other hand, needed to place orders directly with BendixKing."

THE BUILT ON BEA™ SOLUTION

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. Entigo consultants worked closely with BendixKing's IT team to implement the solution. WebLogic Server's rigorous support of Java 2 Enterprise Edition (J2EE) and Enterprise JavaBeans (EJB) enabled Entigo to quickly build an industrial-strength set of services for delivering e-commerce applications.

"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. BEA WebLogic Server provides a comprehensive set of industry-standard specifications for component structures, transaction management, and communications interfaces, which frees Entigo from writing its own custom middleware. 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. As an industry innovator and pioneer in B2B e-business applications, we view BEA WebLogic Server as strategic technology that plays a critical role in Entigo's current and future efforts."

With Entigo Catalog, BendixKing.com presents a single, customer-specific view of its complete product offering. Entigo Order enables BendixKing.com to conduct real-time, online transactions. Easily configurable to Honeywell's existing system and business process, Entigo Order allows BendixKing.com users to place and track all their purchases through the Web.

"These days, it's critical to customize the service to your customers. That's really what separates a great product from an adequate one," said Sehgal. "Entigo's customer-profiling module allows us to do that type of customization, and it's one of the big keys to the success of the Entigo/BEA solution."

THE RESULT

Honeywell reported to Aviation Week[1] that, in its first year, the BendixKing site has 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

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[1] "Honeywell Extends GA Dot.Com Portal" by Michael Mecham, Aviation Week & Space Technology, Sept. 24, 2001.

BendixKing.com site increased by 90 percent each month, and Honeywell foresees a 20-30 percent increase in services.

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Ancillary benefits are passed on to BendixKing dealers, which are now contacted by more pilots than ever, thanks to the system's dealer-locator feature. With the BEA/Entigo solution, dealers and OEMs can review and purchase products straight from the Web site — a virtual one-stop shopping experience that saves both time and money. Pilots can find the most current information they want online, ordering through their dealers, since the online catalog is always current. For dealers, the customer-profiling feature highlights products that will likely interest individual pilots, and an order's status can be tracked in real-time from anywhere.

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 Sehgal. "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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