



Building Competitive Advantage Through Web Self-Service

BroadVision is powering a growing trend among manufacturing companies to involve suppliers and customers in every phase of the product life cycle—from development through marketing and sales—using online collaboration capabilities tightly integrated into the portal framework. TSMC, one of the world's leading semi-conductor foundries, provides customers with an interactive design portal that allows them to follow wafers through each step in the production cycle. The site provides realtime information from a wide range of foundry databases and all business transaction tools customers need, from technology selection to post-sales services.

Leading distributors are also using web self-service to reduce costs and improve the quality of service and support by providing personalized information (custom pricing, order history, targeted offers) and realtime access to product availability and order status through seamless integration with backend systems. By providing an audit trail, web self-service can also play a key role in regulatory compliance.

Over 120 manufacturing and distribution companies, including Agilent, Aviall, Hewlett Packard, Infineon, Mettler Toledo, Grainger, RS Components, Xerox and Xilinx, rely on BroadVision self-service web applications to power and personalize their e-business initiatives.

An Integrated Self-Service Suite

BroadVision provides a fully integrated self-service suite including commerce, e-marketing, portal capabilities, content services and multi-touchpoint services in addition to an agile environment for

adding or changing self-service business processes and APIs for integration with popular back-end systems. The same robust portal framework can support external constituents—including customers, partners and suppliers—and internal constituents, regardless of their geographical location.

Collaboration

User-managed microsites, available out-of-the-box, provide a shared workspace that enables colleagues across the organization to collaborate on a specific project, activity or common interest. Membership in microsite communities can span the organization and include external users (contractors, suppliers, clients, design partners).

Mobility

BroadVision supports alternate information delivery devices such as pagers, cell phones, fax machines or personal digital assistants using XML and WAP standards. Employees and others can receive alerts or access their personalized gateways from their handheld devices from anywhere in the world, anytime.

Secure and Scalable

BroadVision applications are proven in high traffic environments including Xerox, HP, and Grainger. Security capabilities include user authentication, role-based entitlements, and distributed publishing and administration to ensure the integrity and protection of the information environment.

Agility

BroadVision provides an agile development environment that allows for easy configuration and reconfiguration of online business processes—including managing rebates, product returns, warranties, subscription renewals and contract negotiations—without the time and expense of hard coding.

Simplified Site Maintenance

Business users can publish content, run reports and execute marketing campaigns without IT support, reducing bottlenecks and overall support costs.

Open Standards

BroadVision products are built on industry-standard technologies using Java, J2EE, XML and web services.

Solution Snapshot

- Unified portal framework serving employees, partners, suppliers and customers
- Multi-channel commerce framework—B2B2C
- Integrated content management
- Scalable and secure
- Single sign on
- Browser-based with point and click simplicity
- Wireless PDA capabilities
- Open Standards
- Rapid Deployment (3-6 months)
- Agility to add new processes
- Online collaboration



CUSTOMER SNAPSHOTS

Owens Corning

By reducing call center volume, the Owens Corning portal reduced administrative work by 25 percent.

“The BroadVision portal has significantly improved productivity while providing our customers with service experiences that are second to none.”

— John Gentle, Global Leader of Transportation Affairs, Owens Corning

Godrej Group

Godrej Group, one of India’s largest corporations, deployed two commerce portals in six months.

“With the BroadVision solution, we have strengthened our relationship with our partners, distributors and end customers through a better understanding of their needs and improving our responsiveness.”

— Mani Muli, General Manager of Information Services, Godrej Industries

Aviall

Aviall is the world’s largest independent provider of new aviation parts and a leading provider of aftermarket services and solutions. Aviall.com simplifies purchasing by providing customers with a shopping list of their most-purchased items. It also provides first-of-its-kind functionality called multi-line ordering that lets users paste a spreadsheet into the browser to populate the shopping cart. BroadVision also automatically supplies accurate prices from the more than 20,000 pricing matrices in Aviall’s ERP system, ensuring greater pricing discipline.

“Aviall.com is not just another communication channel. It’s part of our value proposition. What used to take half a day to 5 days for large orders, now takes customers a matter of seconds.”

— Dar Hackbarth, manager of e-Business, Aviall

Hewlett Packard

Hewlett Packard’s B2B portal (www.hp.com/go/ebusiness) has reduced B2B-related IT costs by over 30 percent and is used by over 80 percent of HP customers in the U.S.

Grainger

Grainger, the leading North American business-to-business provider of maintenance, repair, and operating (MRO) supplies, is using a BroadVision-powered e-commerce solution to provide convenient access to 220,000 products. Sales through grainger.com were \$611 million in 2004, up 28 percent from 2003.

iSTARK

iSTARK is a leading e-business application service provider for the world’s cement and concrete industry. The company offers clients a portal that plugs into SAP and other backend ERP systems, providing portal users with self-service access to relevant data, tools and business processes in those systems, resulting in significant savings over systems that require assisted access.

“The built-in functionality of the BroadVision solution enables us to provide the only e-business customer portal for the cement and concrete industry that provides productivity tools, collaboration, transactional capabilities, real-time accounting data and information access. The low TCO and rapid time-to-market have been instrumental in making our ASP business model work.”

— Dave Codack, CEO and President, iSTARK

RS Components

At RS Components (<http://rswww.com>), a single portal framework from BroadVision supports online trading in 70 countries.

“The BroadVision platform has allowed us to develop once and roll out everywhere.”

— Julian Wright, eCommerce Manager, RS Components

BroadVision is a global provider of web self-service solutions. Our agile commerce and portal applications enable customers to quickly create and adapt online processes to keep pace with changing business requirements. Over 1,000 organizations—including Circuit City, Yankee Candle, Vodafone, Cardinal Health, Hewlett-Packard, Toyota, Japan Airlines and the U.S. Air Force—serving nearly 60 million registered users, rely on BroadVision’s open solutions to power and personalize their mission-critical web initiatives.

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