

## IBM Customer Reference



### Cookson Precious Metals

<b>Synopsis:</b>	IBM WebSphere Host Integration Products enable a dynamic online shopping experience for manufacturing company's customers. Cookson Precious Metals is a Binary Computer Services reference for IBM.
<b>Location:</b>	Birmingham, England United Kingdom
<b>Industry:</b>	General Manufacturing
<b>Solution Focus:</b>	e-business
<b>URL:</b>	<a href="http://www.cooksongold.com">http://www.cooksongold.com</a>

#### Customer Background:

A division of Cookson plc, Cookson Precious Metals is one of the world's leading suppliers to the jewelry and silversmithing industries of semi-fabricated raw materials, jewelry findings and chain. It also manufactures finely engineered precision stampings and a range of dental products. The division employs 2600 people in 22 manufacturing sites and 50 sales offices in Continental Europe, North America, the UK and Asia Pacific.

#### Business Need:

Cookson wanted to improve the order process for its customers. In the past, orders were sent manually and typed in at a customer support center. Cookson wanted to enable effective online ordering to improve customer experience and reduce telephone orders from customers. Cookson also wanted to provide its customers with the ability to review orders and financial status online.

Cookson expected its new solution to generate more potential customers via its online shopping page. The company wanted to be seen as a dynamic, innovative company by its customers, suppliers and employees, and wanted a solution that could easily scale to business needs.

#### Solution:

Using the WebSphere Host Integration Products (WSHI), an online shopping facility was created including an order tracking facility and a financial inquiry facility. This provided the ability to show previous shopping baskets and a new picking list that shows all items and their images. It also enabled customer order tracking, which shows current outstanding orders, historical orders and a drill down to individual orders. In addition, the solution allows financial inquiries that show current balance, credit limit and overdue balances with a drill down to individual transactions. WSHI provided a cost-effective, efficient and scalable tool for creating a dynamic online experience for Cookson's customers.

**Benefits of the Solution:**

Since the solution has been in place ,Cookson has seen a significant reduction in telephone calls and improvement to its existing processes. The Web site now has a modern looking, intuitive interface with a picture-based product listing for easy identification. Cookson sees the potential for increased sales as a clear competitive advantage over the competition. Site management and customer management has become much easier for employees.

**Customer Quote:**

"We required a system that utilized an existing AS/400 data in realtime, but would give us a Web look and feel to our application. We believe Binary and the WS Host Integration Products has provided us with that requirement."

*Paul Carpenter, IT Manager, Cookson Precious Metals.*