

IBM Customer Reference



Tinsley Wire

Synopsis:

IBM WebSphere Host Integration Products allow company's in-house team to improve current applications without redeveloping them, thereby improving company image and customer satisfaction.

Tinsley Wire is a Binary Computer Services Ltd reference for IBM.

Location:

Sheffield, England
United Kingdom

Industry:

General Manufacturing

Solution Focus:

e-business

URL:

<http://www.bekaert.com/twil>

Customer Background:

Part of the worldwide Bekaert Group, a corporation based in Belgium with 70 factories in 23 countries, Tinsley Wire is the UK's leading manufacturer of steel wire and steel products.

Business Need:

An established brick and mortar company, Tinsley wanted to be seen in the marketplace as a forward thinking, modern company that embraced technology and development. Thus, it wanted a solution that could support several databases and the company's entire customer base, providing security, credibility, ease of use, speed of deployment, and speed of runtime operations. Tinsley looked to Binary Computer Services to deliver a dynamic, scalable solution that would allow it to portray a better image via its existing computer applications and reach a larger audience via the Web.

Solution:

Binary implemented WebSphere Host Integration Products, which allowed the in-house Tinsley Wire deployment team to enhance the company's existing AS/400 host applications. These applications include order entry, order tracking and standards conformity (test certificates). The solution provides the scalability Tinsley expected and also produces a graphically enhanced interface to the customer.

Benefits of the Solution:

Tinsley has noticed improved customer service as screens are more intuitive and easier to use, resulting in significantly less calls to the customer service team. By using the existing AS/400 based applications, the solution eliminated the need to develop a graphically enhanced base application. This saved time and cost. The modern interface also helps create a company image that customers, employees and suppliers see as more dynamic and innovative. Tinsley also plans to use WebSphere Host Integration Products to build the interface between the AS/400 data and the Tinsley Wire Web site. Use of the screen customizer product will enhance other systems such as stock entry and financial inquiries.

Customer Quote:

"We needed to improve the user interface to our existing AS/400 data without the necessity of redeveloping our applications. We also needed to improve company image via these existing applications. We believe this solution has met our requirements."

Steve Cockings, IT Manager, Tinsley Wire