

## Tokyo Electron Limited: Business-to-business and beyond



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### Overview

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■ **Challenge**

*Create a customer-focused B2B portal serving the semiconductor industry*

■ **Solution**

*IBM custom development, project management and systems integration*

■ **Benefit**

*Single sign-on site delivering e-commerce, customer service, product support, training and collaborative functionality on an aggressive timeline*

### **Building better business-to-business processes**

Tokyo Electron Limited (TEL), headquartered in Tokyo, Japan, is a leading supplier of innovative semiconductor and Liquid Crystal Display (LCD) production equipment. To support a diverse product base—and foster timely and personalized customer care—TEL serves the industry from nearly 90 locations in 14 countries around the world. In keeping with this targeted vision, TEL wanted to connect with its customers via the Web.

Toward this end, the company prepared to build a multifaceted, security rich Web portal based on Microsoft® technologies. To help ensure functional breadth, reliability and integration with back-end systems, TEL engaged the e-business experts at IBM. “We selected IBM on the basis of its global presence, its understanding of multiple back-end technologies, and its technical prowess in integrating disparate enterprises,” says Dana Parker, vice-president of e-business strategy for Tokyo Electron America Inc., a wholly-owned subsidiary of TEL.

### **Broad-based services:**

#### **A new value paradigm**

Teams from IBM Global Services and IBM Enterprise Services for Microsoft Technologies worked to gather requirements from TEL's global business units and, then, to develop, pilot, enhance and fully launch the site. “Given an accelerated schedule

and no internal experience (within TEL), the initial work and focus was very, very good," says Parker. "IBM leveraged their understanding of the semiconductor equipment industry and applied that knowledge to how our customers wish to interact with us. IBM understood what we wanted to deliver to our customers: a new value paradigm."

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*Dana Parker,  
Tokyo Electron America*

More specifically, TEL wanted to enable its customers to order parts, track service histories, register for training, participate in team groups, and more—through a holistic suite of offerings designed to complement more traditional service channels. After gathering requirements, IBM delivered the portal in just 90 days—via Microsoft Windows NT® 4.0 and fortified by customized Baan eSales software (which leverages Microsoft Site Server Commerce Edition 3.0 and Microsoft SQL Server 7.0), DynaWeb and Microsoft Exchange 5.5. The solution is integrated with Ingenium, a leading class administration system. All in all, the site provides broad functionality that has garnered positive reactions from the company and its customers.

"The portal facilitates rapid decision making. It accesses information from multiple back-end systems and fuels our customers' decision making process," says Parker. The IBM systems integrators who aligned and made available a complex back-end infrastructure for the single sign-on site.

#### **Looking to the future**

Since the portal's US launch, IBM has conducted a global gap analysis for TEL and discerned that it can meet their global requirements. TEL plans to roll the portal out to its European customers and employees next. "On this project, we had people truly committed to delivering an effective tool," says Parker. "IBM went to great lengths to make sure that the deliverables gave us real satisfaction. That commitment separates IBM from other firms who merely try to do the minimum."

#### **For more information**

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