



SUPERIOR ESSEX ports shipping data to Mexico using Host Publisher.

Application	Web-enabled shipping and receiving system for Mexican subsidiary of wire manufacturer
Business Benefits	Ability to conduct factory operations without creating new shipping and receiving software, with bilingual user interface; elimination of translation cost and cost of print forms
Software	IBM WebSphere Host Publisher IBM WebSphere Application Server, Standard Edition
Servers	IBM S/390® IBM Netfinity®
Services	IBM Global Services Beaver Creek Web Solutions, Inc.

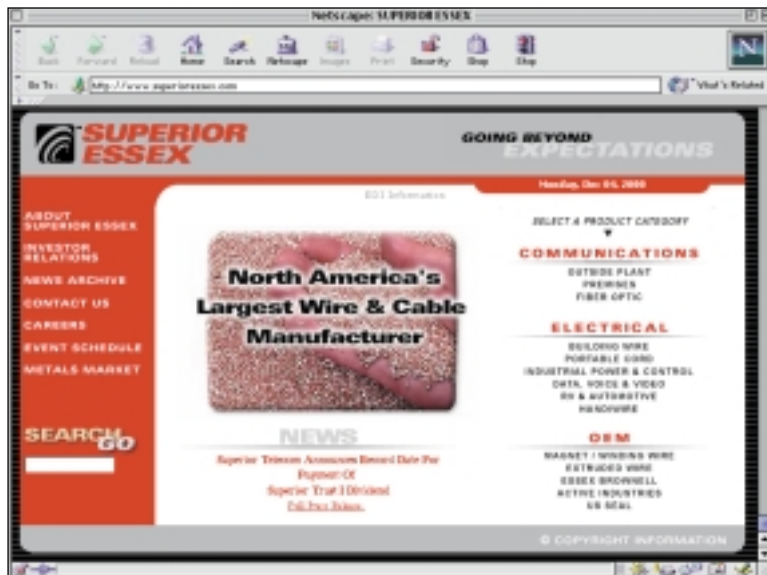
Setting up a new factory today isn't just a matter of putting up bricks and mortar. Just as crucial as the physical plant is the software infrastructure. And if a company is building in a foreign country, it has two choices: develop new software or transplant—and translate—existing systems to meet language requirements.

SUPERIOR ESSEX¹, the largest wire and cable manufacturer in North America, grappled with this challenge when the company's Fort Wayne, Indiana-based magnetic wire operation—built its new 290,000 square foot facility in Torreon, Mexico. The factory is designed to produce nearly 50 million pounds of copper wire annually. Its prime location

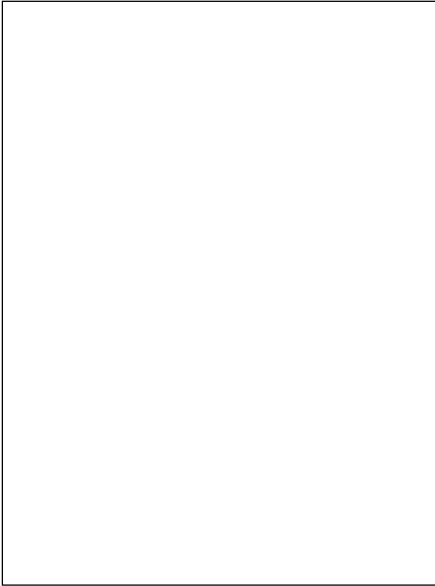
makes fast shipment possible to customers' Mexican operations as well as to the United States.

“Host Publisher provided a simple, cost-effective solution enabling our existing mission-critical applications to run in our Mexican factory with bilingual user interfaces.”

– Joseph Schoepf, Project Leader of Manufacturing Systems, SUPERIOR ESSEX.



When SUPERIOR ESSEX needed to give its Mexican subsidiary access to its shipping and receiving applications in Spanish and English, it turned to Host Publisher.



Caption

But to ship, or even to manufacture at all, the new factory needed shipping and receiving software, and local employees had to be able to read field headings on the user interface. To avoid the cost of developing new software, SUPERIOR ESSEX decided to leverage its existing systems. But it needed the right software to port its IBM S/390-based CICS® shipping and receiving systems to the Torreon plant and translate field headings into Spanish.

The company evaluated several Web-to-host software products to make the software in Fort Wayne accessible to the plant in Mexico over a standard Web browser. In the end, SUPERIOR ESSEX chose IBM WebSphere Host Publisher, which enabled the company to recreate its CICS applications in XML files and JavaBeans™ and deliver an HTML solution to Web browsers. IBM Global Services and Beaver Creek Web Solutions assisted at various stages of the project.

As Joseph Schoeph, project leader of manufacturing systems for SUPERIOR ESSEX, puts it, “Host Publisher provided a simple, cost-effective solution to enabling our existing mission-critical applications to run in our Mexican factory with bilingual user interfaces. Without this solution, the company could not operate in its new environment.”

Integrated data-entry and tracking system

The WebSphere Host Publisher solution enables about ten shipping and receiving personnel to enter and track data on raw material from the time it comes in the door to the time the factory ships out manufactured wire. Users can also check the status of an order and the availability of inventory.

With the WebSphere Host Publisher solution, SUPERIOR ESSEX provides HTML Web pages with field labels in English or Spanish, depending on which language the user chooses. The field labels are stored in JavaServer Pages™ (JSP™) and loaded onto the Web pages using Java servlets. The company runs Host Publisher and WebSphere Application Server, Standard Edition (which is packaged with Host Publisher), on an IBM Netfinity server in Fort Wayne.

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Schoeph adds, "We liked the way IBM licenses Host Publisher on a per user basis as opposed to a per server basis, which is how a number of companies with competing products operate. This makes Host Publisher much more economical for us."

IBM Business Partner provides cost-saving ideas

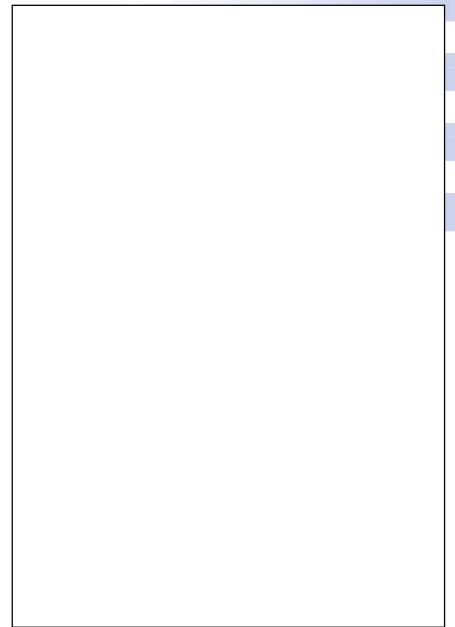
IBM Global Services was involved in providing a proof of concept, along with IBM Business Partner Beaver Creek Web Solutions. Doug Piner, president of Beaver Creek Web Solutions, came on site for the one-week proof of concept and worked with the Host Publisher development team at IBM to make sure that the product could meet all of SUPERIOR ESSEX's requirements. "After spending a few days with Doug Piner and seeing how committed he and the IBM people were to ensuring a good fit with the product, we knew Host Publisher would meet our needs," comments Schoeph.

Beaver Creek Web Solutions also designed a solution using Adobe Acrobat with Host Publisher to produce Bills of Lading in English and Spanish. In addition, Host Publisher converts weights on the Bills of Ladings from pounds to kilograms. This eliminates the need for paying a freight forwarder to translate the Bill of Lading at the United States/Mexican border and ensures that the translation is done correctly. The Acrobat forms are then made available electronically so the SUPERIOR ESSEX traffic manager in Fort Wayne can access them.

According to Piner, "WebSphere Host Publisher functions to consolidate multiple applications into a single composite application for presentation to Web users. So it's designed to work very well with third party products like Acrobat." Besides saving the cost of translation fees, the Host Publisher solution made it unnecessary for SUPERIOR ESSEX to buy preprinted forms for Bills of Lading, saving additional costs.

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Caption

Leveraging legacy resources to create e-business solutions

According to Schoeph, the open standards, Java technology of Host Publisher make it the best choice for integrating with other platforms. "It's good to know that we can utilize the expertise we build with Host Publisher on a variety of platforms," he notes.

In fact, SUPERIOR ESSEX is considering using Host Publisher again to create an order cancellation function in its e-commerce initiative, a secure customer and agent service Web site, which runs on Microsoft® Windows NT®. "For order cancellation, Host Publisher could invoke all of our back-end business logic so we wouldn't have to replicate it. It's another way in which Host Publisher can help us increase our return on investment in our legacy systems and take advantage of e-business efficiencies."

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