

PSC Enterprise Solutions Case Study



Consolidating Multiple Websites with a Common Architecture Saves \$250K

The Problem – Implementing an Enterprise Dealer Locator

A global construction and agricultural heavy equipment manufacturer's third-party process for locating their dealers was in serious need of an upgrade. The current solution had several issues. The dealer information was disbursed on each of their individually branded web sites and manually updated through spreadsheets or hand-coded HTML. It did not support the latest requirements from business users, including filtering dealerships by county, contract and sales area. It was also slow-performing and lacked flexibility for adding new or updated dealer locator functionality. The situation was further complicated with the planned implementation of a new platform for all client brand web sites. Any changes in the dealer locator system would be required to support the new platform. There was a lot of room for improvement and an equal opportunity to make a mistake.

The Analysis – Identifying all of the factors, systematically

Because most processes are comprised of components (applications, databases, technologies etc.) that were added one-at-a-time, improvement to any one part often adversely affects one or more of the other parts. Therefore, if the best overall solution is to be achieved, the "whole picture" had to be captured in order to understand how all the parts work together. This is where "the process" is just as important as the result -- where "listening" before acting is essential,

During discussions over the dealer locator functionality, the Client expressed concern about leveraging the existing solution for the "re-platforming" of the brand sites. They also wanted the ability to implement changes quickly as new business requirements came along. Recognizing the opportunity to help the Client do more than just "fix a problem," PSC championed the effort to investigate and provide the best solution possible using a structured analysis process. The result was a building of trust with the client that led to an increase in overall efficiency and reduction in operating costs.

The Solution – Looking at the whole picture solved the right problem

Given the issues above, PSC investigated options for a new dealer locator solution as part of the effort to re-platform the client brand sites. The goals were to address all of the issues at once, support the features of the current solution, deliver improvements based on key business requirements, and reduce the overall cost and maintenance of the dealer locator process.

PSC determined that an in-house development solution would best meet the Clients' goals. To validate this recommendation, PSC identified and reviewed four potential products as the map component solution. Additionally, we tested each concept through a working prototype. Working with the Client, a list of functional and technical requirements in context with the new dealer locator solution was created, weighed and scored, leading to the right mapping solution to purchase.

The implementation of the Dealer Locator solution began with one of the brand sites. After updating the dealership data for consistency, PSC used the backend Java code to blend in mapping components. Then we wrapped business layer logic into a web service, allowing for ease of change as requirements evolved. The result was implemented against the first web site, complete with search, driving directions. The final step was to convert each dealer location into common dealer locator.

It is estimated the new solution will save the client \$250,000 over a five year period when compared to the cost of the existing solution. PSC architected the solution as a Portal-enabled Java web application and Web Service using an existing Oracle dealership database as the source for dealer records.

The Benefits

- Reduced costs while increasing speed and functionality by leveraging in-house systems and processes.
- Provided a common, reusable solution across domain areas using proven patterns.
- Saved \$250,000

The Technology

- WebSphere Portal
- Oracle Database
- Microsoft Virtual Earth
- Web Services



PSC Group, LLC is a professional services firm that specializes in business process architecture and back-end integration. We have extensive experience and expertise in architectural design and Business Performance Management, Dashboards, and Reporting.

When it comes to information management and control of business processes, PSC can provide you with a competitive advantage through the smart application of technology.

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