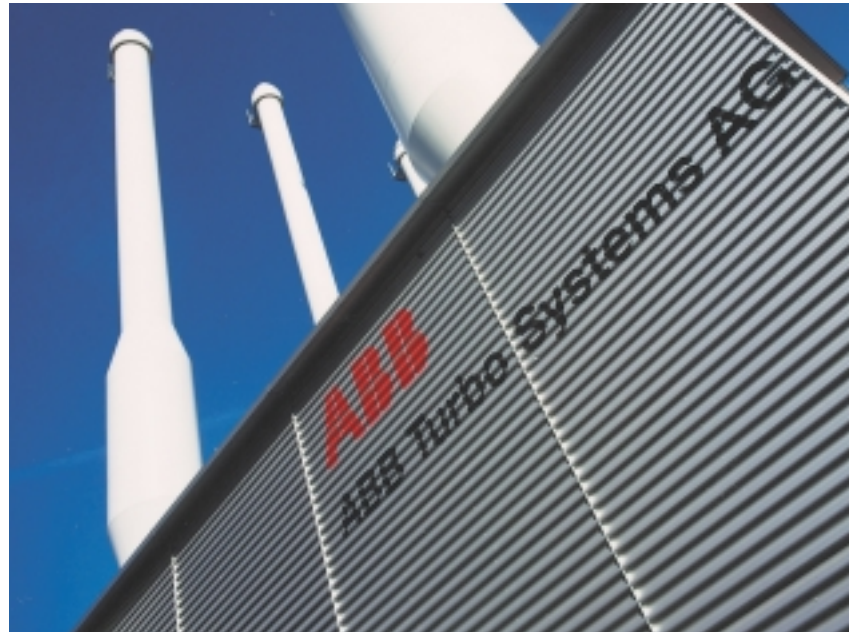


ABB Turbo Systems

ABB Turbo Systems is the leading manufacturer in the world of exhaust turbochargers for large diesel and gas engines. There are about 180.000 ABB turbochargers in use worldwide in 100.000 installations – mainly on ships and in diesel power stations. Unlike the central research and development operation, which is located in Switzerland, sales and service are organized on a highly localized basis. Customer Service is provided by a global network of 80 different service stations.



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Web-based Customer Service ABB Turbo Systems – the right information in the right place at the right time

The ATURB@Web Service Portal

ABB Turbo Systems recognized early on the strategic relevance of the service and parts business. Providing a really outstanding service operation increases customer loyalty to a marked extent and the result is an increase in new business. In order to be able to guarantee a consistently superior level of service around the world, ABB Turbo Systems joined up with IMG AG to develop a service portal for turbochargers. Service staff in all corners of the world can now use a web browser and the Internet to access the information and documentation they want, which is managed by a central service management system. "The service information system had to be repositioned in the organization. The aim was to support the business processes to the maximum, utilize the potential for synergy, eliminate redundancies, leverage the supply chain and aim for integration in a progressive service architecture", says Roland Bossy, project manager for ABB.

Decision to migrate

ABB had been running their turbochargers business for over 12 years with a host-based IT solution. Because of the extremely high running costs and because the host wasn't Y2K compatible, the decision was made in 1998 to migrate the customized host-based system to SAP R/3. As well as the SAP migration, they also had to find a successor for the ATURB terminal solution, which allows the staff at their service stations to connect to the central host. Due to the widely distributed organization structure, it seemed advisable to develop the new ATURB@Web solution with Internet technology. This helps to keep running costs down. However, ATURB@Web would not just achieve significant cost savings; it would also provide an up-to-the-minute, easy-to-use personalized web front end.



IMG as competent eBusiness partner

When assessing the various implementation alternatives, the inside-out approach with an Internet Transaction Server (ITS) proved the firm favorite. With this approach you can develop the entire web application functionality with SAP R/3 components like material inventories, parts lists and drawings. The IT system functions as a gateway between the SAP R/3 transaction system and the web browser in the hands of the individual service engineer. In this way data obtained from the various core systems are collated into a package of information which makes instant sense to the user. For this project ABB Turbo Systems knew exactly where to go to find the right consulting and implementation partner: as leading e-business consultants with numerous references for SAP-Internet projects IMG was the obvious choice.

Functionality and benefits

ATURB@Web consists of five Internet Application Components (IACs), based not so much on classic transaction processing as knowledge and customer relations management. A key role here is played by the Service Report IAC, which not only logs the normal service messages but fills existing information deficits. With the help of the IAC, ABB Turbo Systems can find out what turbochargers are working on what ships, what working hours and failure times are logged and what defects have occurred.

The main benefit of ATURB@Web is that it provides consistent information world wide. Service engineers can query the complete maintenance history of a turbo charger and view exploded technical drawings of parts in PDF format. With the Service Network IAC, which gives a who's who of the service staff with individual know-how profiles, the right contact can be found for a technical problem wherever he might be located.

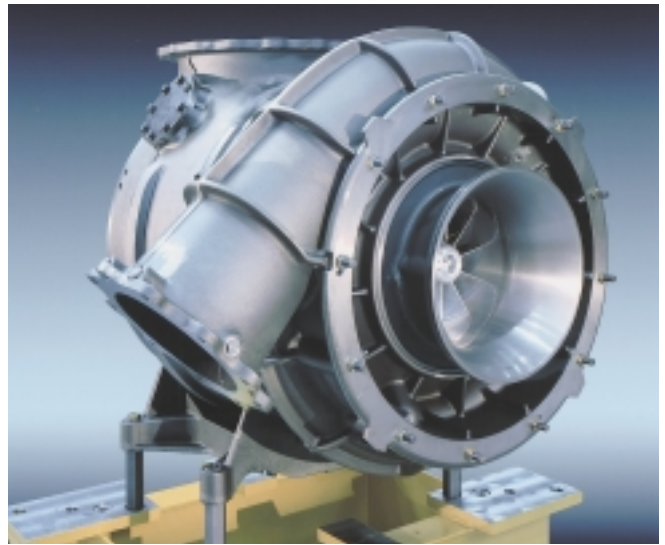
But pre-sales and after-sales staff also benefit from the ATURB@Web customer information. Given precise information about what turbochargers are installed on what ships and what their wear and tear levels are, they can submit tailor-made quotations and do some highly satisfactory cross- and up-selling. Into the bargain ATURB@Web is useful for developing successor models of the turbochargers, because the engineers can get a good idea of the problems encountered.

Security on the web

Sensitive company information is properly protected by ATURB@Web thanks to the stringent security requirements. Users must identify themselves with a password, which has to be changed every 30 days at the latest. Data flows on the ABB intranet are encoded with a Secure Socket Layer (SSL). When attempting to access the public Internet, users undergo a special authentication procedure on the challenge response principle, which depends on the possession of a token. This is similar to a little pocket computer, which generates an answer code when a predetermined code is entered.

Successful start of operations

ATURB@Web came into being in just six months from start to finish. The proposed go-live date of mid-September 1999 was kept to the day and everything went according to plan. And there is no doubt that a decisive factor in its success was the highly motivated project team and excellent team spirit. Furthermore, IMG was able to contribute its own unique experience and methodology. According to the IMG project managers, the static HTML prototype proved particularly effective. The prototype served as a model for discussion and development work and was a great help in improving the software architecture, because it allowed early identification of the modularization options.



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ATURB@Web opens new horizons

The objectives set at the start of the project have definitely been achieved. With ATURB@Web ABB Turbo Systems has an innovative and unique e-business application for service and parts. "The ground-breaking tasks, such as the customized development of specific group applications on a stable, scalable, state-of-the-art and yet economical platform were carried out with the comprehensive and professional support of IMG, who also met all the interim deadlines, objectives and budgets – indeed sometimes even reduced them", declares Roland Bossy from ABB. But new ideas are always waiting in the wings. There are already firm plans afoot to install an online order option in the Spare Parts IAC. And in future, customers will be able to order whole turbochargers over the web. Thanks to the upgradable and flexible software architecture of ATURB@Web, there is nothing to stop the project meeting with triumphant success.

The Information Management Group

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