NetFuzion created a solution which helped a major, multinational company increase operational collaboration, leverage technological efficiencies and gain accessibility from anywhere – all in real time.

Client Requirements:
- Rapid and measurable return on investment
- Well-designed architecture compliant with Internet standards and technologies
- Designed to accommodate change and growth
- Customizability, adaptability, portability, scalability and extensibility
- Built in work-flow
- Global and Universal access to corporate customer data
- Real-time wireless application integration for in-field information access and transmission for site inspection, sales information, field calculations, CRM, etc.
- Adaptable to changing business process flows resulting in investment protection
- Common access, quality data, throughout RSG applications
- Open source server and programming architecture eliminating annual licensing fees
- Integration to legacy systems
- Integration with Microsoft applications using a COM interface

Client Background:
NetFuzion had the opportunity to develop a solution for a leading manufacturer and marketer of premium-quality building and specialty products. The Client generates more than $2 billion in annual sales and employs over 8,000 employees spread across North America, Europe and Asia. The Client sets the pace in its applications, including fiber glass and polyester technologies and construction materials such as insulation and roofing systems. In business for over a century, the Client stays at the front of the pack by leveraging the latest technology and innovating wherever possible.

"Leadership in product performance drives us to create innovative technologies that anticipate customer needs. Our technical team performs in-depth testing to enhance product development, quality assurance and customer support." (Client)

Because of the fast-paced and multifaceted nature of its operations, the Client needed multi-departmental communication, collaboration and cooperation to increase operating efficiency, boost sales and gain world-wide accessibility. They also needed a scalable solution which could grow and adapt to the changing needs of the organization. Finally, affordability and rapid deployment were key elements in identifying and implementing their ideal solution.

NetFuzion's Technological Assessment & Solutions:
By using the Business-first Approach™, NetFuzion looked at the Client's big picture issues as well as specific details to create an end-to-end solution that would benefit the Client's business overall, not just alleviate the trouble spots. NetFuzion first conducted extensive research and interviewed several people in different departments to identify the issues. By learning the needs and uncovering the Client's requirements, NetFuzion gained an in-depth understanding of the specific challenges and the stakeholders in the process. The next step NetFuzion took was to identify what technologies and resources would best serve the Client's interests both in capabilities and in cost-effectiveness. The result was the creation of a custom Extranet Web Portal to give the Client secure access to all organizational data and communications in real-time and from anywhere in the world.

Web Portal Architecture
Most enterprise CRM applications – even applications with Web interfaces –are built using a client / server architecture, with the administrative overhead and expense of support for both deployment paradigms. The Client, however, needed a solution powered by a pure Internet architecture that could leapfrog the client/server technology prevalent today. Because of that, NetFuzion built the Internet architecture of the Client's Extranet Web Portal to include three distinct layers that communicate amongst themselves using Internet standards.

Interface Services

Traditional methods of communication between vendor and customer such as phone, fax and mail have been augmented by Web, e-mail and wireless communications (WAP, wireless Internet, etc). In today's economy, Internet access, both wired and wireless, is the fastest growing access method to business information. The Client's Extranet Web Portal's Internet architecture built by NetFuzion provides universal access to corporate customer data and applications for the centralized and mobile workforce by delivering the solution within a standard Web browser; Wireless Access Protocol (WAP) enabled device, mobile SMS device and even Personal Digital Assistant (PDA with internet access).

Business Logic Services

The Internet architecture of the Client's Extranet Web Portal provides a framework that enables the client to integrate information from multiple applications into a single integrated solution, making this consolidated information available through an intranet, the Internet, and/or mobile Internet platforms.

The Business Logic Services layer exposes business functions such as opportunity management, customer service, marketing automation, territory assignment, customer self-service and workflow. These functions have several components that work together

to coordinate the delivery of information and functionality to clients. These components check user security, maintain user persistence (remember what a user is doing), synchronize data with other corporate data sources, return information from the database, generate Web pages from data, perform transactions, process business rules and logic, and much more.

The functions available to the Client's Extranet Web Portal users are managed by the server of the web portal framework. The framework enables the Web server using multiple Internet leading rich-application technologies. To add assign options/privileges or users, the assigned Administrators simply need to update user profiles. Users can then start using any additional functionality almost immediately.

Database Access Services

To maintain data integrity, the developed extranet validates data updates, such as sales leads being imported into the application from an external application, before they are written to its database. This validation prevents any new data from corrupting the database or creating duplicate records. The database server can be located on the same platform or on a separate network-connected server. The client's Extranet Web Portal stores, retrieves and collates data from these databases, and presents it in a uniform manner to the user.

Client Benefits:
By gaining access to information from anywhere in real time, the Client is already seeing ROI from their Extranet Web Portal. Additional benefits of the system include the following:

- **Multi-server hosted installation** – this element eliminates the need for new servers, additional staff and costly network infrastructure.
- **Centralized management** – the Client's internal staff can access and manage the system from anywhere in real time with any Internet browser, offering both efficiency and reduced management costs.
- **Scalability** – the Extranet Web Portal is an open system that is built on industry standard technology that allows the Client to adapt to changes and growth without the cost of new development. This maximizes the life-expectancy and return on investment of the application.
- **Automated workflow** – the Client's portal is designed specifically to control and direct the communication process and increases the speed, accuracy, and scope of business processes.
- **Rapid deployment** – the Client can quickly and easily implement and manage the Extranet Web Portal, reducing the initial investment and cost of ownership.
- **Secure, real-time access** – authorized users can view or upload information and communication at any time from any browser worldwide. The Extranet Web Portal also accommodates field employees or traveling executives using laptops or PDA's.

Enumerating the Client's ROI (estimate):
   $450,000   Increasing corporate efficiency through internet access to the Extranet and data quality

$10,000,000	**Projected new business based on jobs won since implementing NetFuzion's new portal system**
$1,000,000	**Conservative profit estimate on new jobs won as a result of this new application**

What can NetFuzion do for you?