



About the Company:

Based in North Olmsted, Ohio, Moen Incorporated is recognized for having designed the world's first single-handle faucet. Sold in 55 countries across the globe, this innovation has been named as one of the Top 100 best designed, mass-produced products of modern times by FORTUNE magazine.

The success of this initial product has allowed Moen to expand its product offering to include plumbing repair products and kitchen sinks. This success, however, has added challenges such as increasing demand for products, regulating a complex supply-chain, and maintaining their sizable market share.

To meet those challenges, Moen foresees the Internet as becoming a key ingredient in their business as they continue to drive their company towards the future.

"The power of the internet, combined with the backbone of our SAP implementation provides us amazing opportunities for growing our business and improving service to our customers. Backsoft's bTalk is the lynchpin between the web and SAP for us. It's flexibility and ease of use makes it a strategic tool in our toolbox."

Mike Livermore
Manager
Moen Incorporated

Moen Incorporated

A Case Study of Backsoft Corporation

A History of Innovation:

With a business spanning over 60 years, Moen Incorporated has become one of the world's leading manufacturers of plumbing products worldwide. What began in 1937 as a single shop in Seattle, Washington has evolved into a company with significant product distribution around the globe.

Forecasting and executing on such a global scale, however, comes with its demands. More importantly, however, is that failing to meet those demands accurately could cost Moen revenue opportunities plus increase their operating costs.

With SAP R/3 serving as their back-office information system, Moen had already consolidated the information required to run their business. However, to truly optimize the benefits of SAP R/3, Moen needed to extend its functionality to their worldwide suppliers. To accomplish this feat, Moen looked to the Internet to serve as the medium to strengthen and improve supply-chain relationships.

Project Overview:

A principle goal of Moen was to improve the flow of information between themselves and their vendors as they forecasted their manufacturing demands. Using the Internet, Moen wanted to create an automated, paperless process that facilitated direct communication between Moen and their major suppliers.

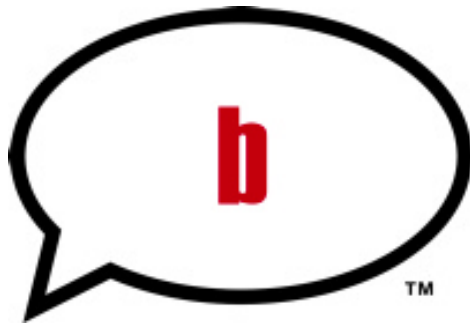
To achieve the objective, however, Moen needed to extend their SAP R/3 system to the Internet. Teaming up with Backsoft, Moen delivered their SupplyNET solution to manage their global supply-chain forecasts and component part purchases, by allowing suppliers to perform real-time transactions against Moen's SAP R/3 system.

With SupplyNET, Moen purchase orders to suppliers are made visible to the suppliers real-time over the web. Suppliers can also view forecast information, the current status of their open PO's, as well as interact real-time with PO data such as quantity and date shipped. Lastly, quality notifications are posted and responded to via SupplyNET. All information is real-time with SAP serving as the information system behind the scenes.



Web-Enabling SAP R/3:

Backsoft believes a true e-Business application must have a solid business engine behind the scenes. Deploying a web site that promotes online purchasing is easy, but running an e-business requires a completely integrated business system that handles Purchase orders, order history, recurring purchases, inventory management, workflow, and many other critical business functions. With bTalk, you have the most straightforward method for incorporating the functionality of SAP R/3 within your e-Business.



Company Vitals:

Backsoft Corporation
Founded: 1997
Ownership: Private
Financing: Venture Funded
Associates: 50+

Primary Products:

Backsoft Generation™
bTalk™

Corporate Headquarters:

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Backsoft Corporation's Contribution:

Moen Incorporated selected Backsoft as its' e-Business software partner because Backsoft's bTalk is the most straightforward software for web-enabling SAP R/3. When interfaced through the Internet, complex systems such as SAP R/3 allow companies like Moen to streamline their business processes, exact significant cost reductions, and earn a quick return on their investment.

Previously, Moen's manufacturing forecasts were initiated without immediate feedback from suppliers. With Backsoft's bTalk software, however, Moen was able to complement the efforts of their sourcing teams with a web-based supply-chain application. This not only helps Moen provide timely and accurate service to their customers, but it has also strengthened their existing relationships with suppliers. Moen is now able to extend critical information from their internal operations to their suppliers. Through SupplyNET, Moen not only strengthened their supplier relationships, but can now react faster to supply chain issues.

Technology:

Underlying Moen's Supply-Net application is the web-enabling technology for SAP called bTalk. Supporting implementations in ColdFusion, Active Server Pages, Java, and XML, bTalk allows companies like Moen to extend the functionality and integration of SAP R/3 to the Internet.

Moen Incorporated's Supply-NET:

