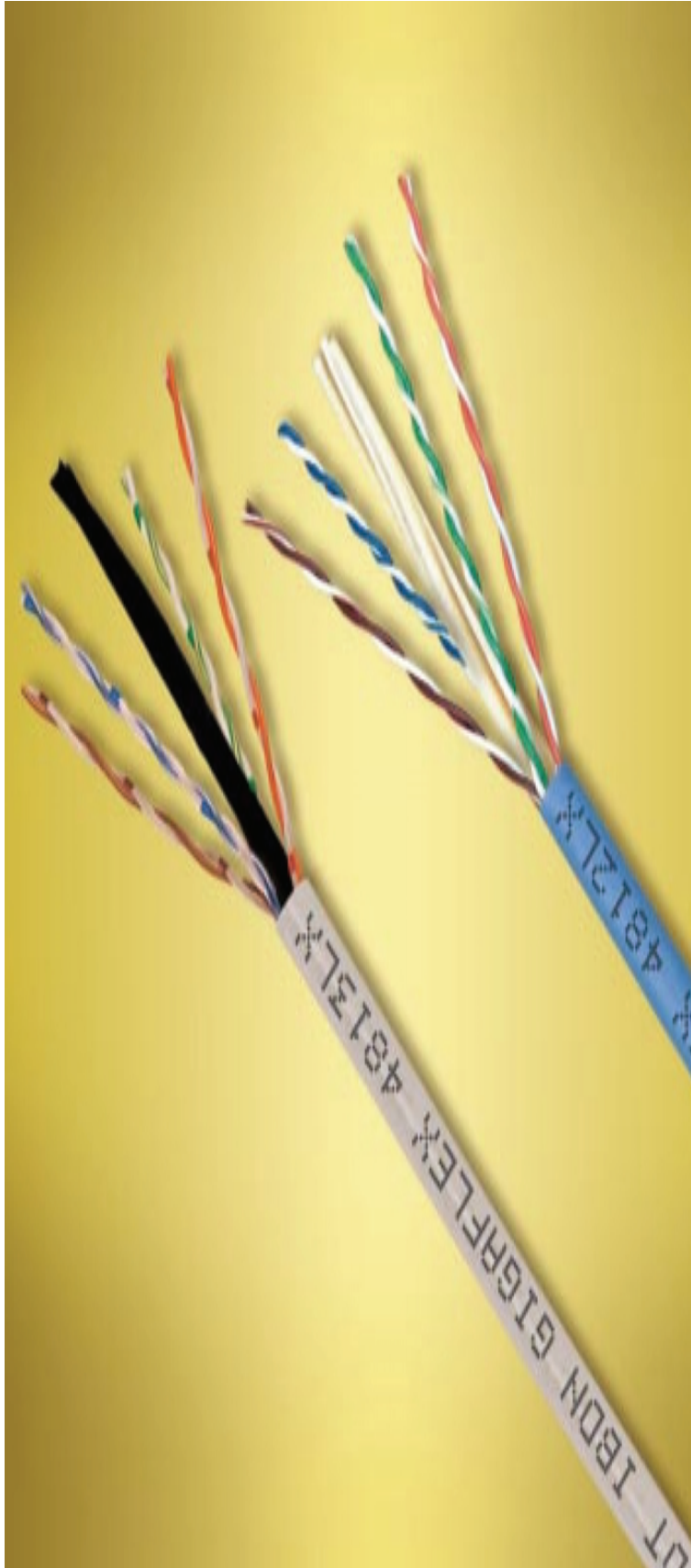


Present Solutions:

Open a New Era for NORDX/CDT and its Customers



Founded in 1895 by the visionary Alexander Barrie to meet the growing needs of the electrical and telephone industries, NORDX/CDT was the world's first cabling manufacturer. Mr. Barrie's company expanded rapidly to become, today, one of the leading manufacturers of communications wire and cable in the world. Formerly owned by Bell Canada and Nortel, NORDX/CDT has been an independent entity since 1996.

NORDX/CDT is an international company headquartered in Montreal, with 35 offices in over a dozen countries around the world and annual revenues of US\$ 275 million. The company is a world leader in the design, development, manufacture and installation of cables, structured cabling systems and cabling management solutions. It has over 2,000 different products marketed internationally throughout North America, Europe, Africa, Asia/Pacific, Latin America and the Caribbean.

A leader in its industry, NORDX/CDT has always focused on the quality of its products and a constant desire to develop and innovate, thereby stimulating its search for excellence. From its very beginnings, NORDX/CDT chose the path of innovation, and its technological expertise is now recognized worldwide. Its manufacturing facilities were the first in the industry to receive ISO 9001, version 2000 certification.

Necessary Adaptation

Despite its impressive business success, NORDX/CDT still had to face adapting to a new reality – that of electronic commerce. According to Mr. Claude Lafond, Director of Marketing and Product Line Management, "Our major customers were beginning to ask us to get ready to do e-commerce with them in the future. Also, our chief competitors had already begun adapting to e-commerce."



Mr. Lafond set himself the mandate of modernizing the way in which the company does business in order to implement e-commerce solutions. "We knew that the technology was going to evolve over the next few years. But we couldn't allow ourselves to wait for the technology to mature, because this would give an advantage to our more aggressive competitors. We had to jump in, so that we would be the ones with the advantage. This is not just a matter of improving our supply chain, but of instituting a philosophy of managing customer relations."

NORDX/CDT had to find a solution that would allow it to integrate the existing electronic catalogue with the enterprise system and the website. This solution had to meet several requirements:

- Reduce costs;
- Limit the actions of customer service representatives;
- Give instant access to NORDX product information;
- Simplify business dealings with distributors;
- Speed up the time to close a sale;
- Improve inventory management;
- Increase sales.

Why Present?

The choice of Present to implement the new technological solution was made very naturally. "We reviewed proposals from several suppliers, but only Present appeared able to meet our expectations," says

Mr. Lafond. "The Websphere Commerce Suite technology seemed to be best suited for our needs. Also, it gave us an IBM solution, which is known for the reliability and robustness of its products. The Present team rapidly won our confidence by their knowledge and their experience with Websphere. They know their technology well, and despite the tight deadlines for the project, they delivered an open-ended, fully integrated e-commerce solution on time and within the budget."

Technical Solution Profile

The platform developed by Present on Websphere Commerce Suite 5.4 and hosted on an IBM xSeries server gives NORDX/CDT and its customers a completely new way of doing business electronically. The new platform provides new possibilities through its integration with the pSeries system and its real-time requests. For example, in addition to finding prices in real time, the system can perform cross sales and immediately suggest complementary products. The order is automatically transferred to the enterprise system, in the same way as telephone orders.

Customers can now shop directly from the electronic catalogue. Navigation has been facilitated and it is very easy to find the desired products. The catalogue is available to all customers, whether new or long-standing. Customers can track their order on line and review the history of past orders. With the

order history function, they can even see orders that were made through another channel, such as by telephone or EDI.

The solution developed by Present and IBM also provides a very useful and popular capability. The order referencing option allows customers to shop on the NORDX/CDT site, then select one or more distributors to ask them for a quotation. The request for a quotation is e-mailed automatically to the selected distributors.

Equipped with this new tool, the management at NORDX/CDT can develop its business more aggressively in relation to its competitors and look to the future with confidence.

IBM Premier Business Partner:	Present
Customer:	NORDX/CDT
Industry sector:	Cable manufacturer
Applications:	B2B e-commerce
Hardware:	IBM xSeries (Web server) IBM pSeries (Production server)
Software:	Websphere Commerce Suite 5.4

For additional information on how **Present** can help your organization, contact us at **1-866-IBM-BP4U**, or visit our Web site at **www.present.ca**.