

Delta Faucet opens windows of opportunity with a refreshed portal strategy.

Overview

Business challenge

Delta Faucet wanted to build on the success of its existing B2B portal. Delta needed help outlining a clear action plan and new development approach to achieve its on-line goals.

Solution

IBM Global Business Services provided strategy recommendations, redesigned the internal business structure and developed a technical roadmap to reach the company's goals. IBM assessed Delta's existing portal strategy and technical landscape, outlined business opportunities and risks and provided recommendations for extracting the best features from Delta's B2B site.

Benefits

- Provided a clear, actionable plan for a smooth, cost-effective transition
- Laid the groundwork for improving sales channels
- Improved on-line tools including providing greater visibility into operational activities via Portal Dashboards
- Focused resources by investing in portal competency development

Industry

- Consumer Products

Delta Faucet is a wholly owned subsidiary of Masco Corporation, one of the world's leading manufacturers of faucets, cabinets, architectural coatings, locks and other consumer brand-name, home improvement and building products and services. The Delta brand is a market-leading product line of faucets and related kitchen and bath accessories.

Challenge

Delta Faucet had successfully launched an enterprise portal project some three years ago. The company wanted to build on the initial success of its Delta.biz site, taking it to the next level with a second generation portal, enhancing its B2B channel primarily in sections used by dealers and sales representatives. The company was looking for ways to improve efficiency and provide more personalized and relevant content while also enabling outside reps access to Delta resources and applications.

Going forward, the company also wanted to take the best features and capabilities of its B2B (business to business: corporate sales and service) site and apply the principles to its B2C (business to consumer: retail). The aim was to expand the consumer on-line sales channel to mirror the B2B success.

Also going forward, Delta wanted to explore using an internal B2E (business to employee) site to improve HR administration efficiency. The company wanted the revamped portal strategy to include plans for this future internal portal, outlining the costs and opportunities involved.

Delta Faucet needed a strategy and roadmap to achieve its on-line goals. The company leveraged IBM's expertise to outline potential technical issues, address security and integration concerns, and provide the company with a solid plan to implement the new portals.

Solution

IBM Global Business Services provided the vision, tactical roadmap, and business reorganization plan necessary to enhance Delta Faucet's enterprise portal program.

The consulting team provided an unmatched "Outside-In" portal strategy approach, looking at improved functionality and moving inwards to access the technical landscape needed to support the enhancements and expanded channels. IBM also





provided technical recommendations on User and Content Management issues. The consulting team created recommendations for extracting Delta's best features from the company B2B site, restructuring the organization to create an internal portal competency center, and leveraging IBM's proven practices to lay out a more strategic development plan.

From a business structure view, the internal reorganization pools the company's portal development and management talent into a Portal Competency Center. The Competency Center provides a central development environment to ensure consistency in applications and functionality across the organization and in each of the company's portal areas.

IBM team members met with company senior leaders, discussed the recommendations, and worked in partnership with the executive to get top level "buy-in" to move the portal strategy forward. Delta now has a well laid out plan to include all portal constituents.

Benefits

- Provided company with a clear, actionable plan within a five week time-frame
- Solid groundwork to enable a smooth, cost-effective implementation
- Refreshed portal strategy and outlined how to achieve business goals through new channels; potential increased sales through enhanced B2B and B2C channels; cost-savings and improved internal administration efficiency with the launching of a future B2E site
- Improved on-line tools: enhancing B2B content and leveraging B2B features on new tool provides greater visibility into operational activities via Portal Dashboards
- Better use of internal resources: restructuring enables improved talent harvesting with investment in portal competencies

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Route 100
Somers, NY 10589
U.S.A.

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