



# *Mohawk Industries keeps its customers covered with e-business solutions from IBM.*

**Application** Mohawk order entry and fulfillment system for placing orders, reserving products, checking product availability and tracking orders

**Business Benefits** An Internet-based system to place and track orders and improve customer service

**Software** IBM WebSphere™ Application Server, IBM DB2® Universal Database™, IBM HTTP Server, IBM VisualAge® for Java™ Enterprise, IBM patterns for e-business

**Hardware** IBM AS/400®, Dell

As one of the largest floor covering manufacturers in the world, Mohawk Industries faced a familiar business challenge: how to streamline the company's ordering system while improving service to its network of retailers. Mohawk had long run its business applications—including its order entry and fulfillment systems—on an IBM AS/400 platform, so the manufacturer turned to IBM to extend its AS/400 applications to the Internet.

Based in Calhoun, Georgia, Mohawk manufactures carpets and other floor coverings for residential and commercial

use. The company's customers had traditionally placed and tracked orders through Mohawk customer service representatives. However, Mohawk wanted to implement a system for customers to place orders, reserve products, check product availability and track orders over the Internet. In addition, Mohawk wanted to develop the system in time to be introduced at an industry tradeshow where a competitor had promised to demonstrate similar functionality.



*“IBM understood our need for rapid application development and moved the system to production in short order.”*

Reid Batsel, Chief Information Officer, Mohawk Industries

### **Delivering e-business solutions based on proven application patterns**

By using established Patterns for e-business—a group of proven, reusable assets that can help speed the process of developing applications—IBM was able to develop and deliver Mohawk’s order entry and fulfillment application in just two months. These Patterns, a component of the IBM Application Framework for e-business, enabled IBM developers to focus on Mohawk’s business logic without having to invent a new application architecture. The Patterns enabled developers to build on Mohawk’s existing infrastructure and systems to accelerate application development, reduce cycle times and smooth the transition to e-business.

Leveraging proven Patterns for e-business also reduced the risk involved in deploying the system, enabling Mohawk to demonstrate a live, fully functional, Web-based order entry application to customers. In fact, Mohawk’s customers were able to register and start using the new application during the tradeshow, and Mohawk received more than 3,000 user registrations in the following month.

The system uses IBM WebSphere Application Server running on an AS/400 to access Java servlets. Mohawk customers submit orders using a Web browser to a servlet running within WebSphere. Requests are formatted and passed to legacy programs on a separate AS/400. Replies are mapped into Java objects and passed to JavaServer Pages™, which WebSphere converts into HTML for display to the user.

User profile and customization data is stored in IBM DB2 Universal Database records, where it is read by the application and presented to the user. Mohawk customers can update their records using a familiar Web browser interface. Application development is performed using IBM VisualAge for Java on a Microsoft® Windows NT® workstation.

### **Why IBM?**

Mohawk chose IBM because of the company’s long-standing success with its AS/400 platform for mission-critical business applications. In addition, the IBM e-business environment offered the stability, security and reliability Mohawk needed to Web-enable its order entry and fulfillment system. IBM also helped Mohawk leverage its investment in existing technology by extending its legacy systems to the Internet for internal and external applications. And IBM Patterns for application development helped reduce cycle times and risk, enabling us to deliver an e-business solution that helped Mohawk beat its competitors to market and improve customer satisfaction.

*“Because we were able to exhibit a fully functional order management system, we could show our customers that we have embraced e-business and are prepared to integrate the Internet in a forward-thinking way. By giving our customers direct, round-the-clock access to our order-entry system, they save time and money, too.”*

Reid Batsel, Chief Information Officer,  
Mohawk Industries

### **For more information**

To learn more about IBM patterns for e-business, contact your local IBM representative or Business Partner, or visit:

[ibm.com/framework/patterns](http://ibm.com/framework/patterns)



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08-00  
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G325-1807-00