



APPLICATION STANDARDIZATION AND ROSETTANET INTEGRATION WITH THE WEBMETHODS PRODUCT SUITE

Challenge

National Semiconductor needed to create a new search engine from ground zero that made it easy for customers to find the right components easily and efficiently — and one that also integrated seamlessly with National's proprietary search engine.

Solution

National Semiconductor chose the webMethods Integration Server as their back-end software for managing user requests, translation and security. They chose that platform for its high degree of flexibility, rapid setup capability, comprehensive solution and ease of implementation.

Benefits

With the solution now in place, National provides their customers with accurate, timely data in one format and by using one dictionary interface. Costs are reduced, and every portal that uses the RosettaNet interface now benefits from the results as well.



National Semiconductor creates high-performance, analog-intensive devices and subsystems that differentiate customers' products by providing more energy efficiency, precision, portability, better audio and sharper images in electronics systems. Headquartered in Santa Clara, California, National's key markets include wireless handsets, displays and a variety of broad electronics markets, including medical, automotive, industrial, and test and measurement applications.

Get there faster.™

“The whole project took us probably **one-and-a-half months. The webMethods Integration Server is like the glue that connects applications over the Internet.”**

Mike Glynn | IS Director of Business Application | National Semiconductor

Customers demanded simplification

As National’s customers’ products grew more complex, so did the process of finding the right components to fit specific manufacturing designs. The search was compounded since component manufacturers describe their multitude of products and product attributes using different naming conventions.

Typically, customers had two choices for sourcing components. They could use third-party providers that consolidated all the data and delivered it with proprietary software - a solution which could be very expensive and have a short shelf life. Alternatively, they could use the National Semiconductor Web site or those of its competitors to manually look up components.

“We had to have our product search engine accept RosettaNet format queries and respond with results in RosettaNet format,” said Mike Glynn, National Semiconductor’s IS Director of Business Applications. “Our biggest challenge was to establish an infrastructure from ground zero to a real production environment as soon as possible, because our customers were demanding it.”

webMethods Integration Server met their needs

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The solution enables National to leverage RosettaNet to translate the customer query into a language that National’s proprietary search engine uses. The search engine then looks for a match within National’s product database. The matching

result is then translated back into a format that RosettaNet understands (XML) so the user can find the right National part for his purposes.

“The whole process provides several advantages for our customers,” said Glynn. “It reduces their cycle times for searching, eliminates data access costs and gives them a simple easy interface for finding parts. For National, it lowers our costs up front, because we only have to convert our data once. We quickly complied with the broad RosettaNet standard and our customers are really happy because of the convenience and money savings they now enjoy.”

Since National was already using webMethods technology for other projects, the solution was easy and cost effective. The webMethods Integration Server allowed National to use their existing search engine and connect to RosettaNet users. “We were able to use our existing platform without having to add separate packages,” said Glynn. “A lot of other companies are buying separate software to accomplish the same thing, but at considerable cost.”

“With other solutions you’d have to install a Web server, a proxy, an additional database and so on,” said National Semiconductor’s RosettaNet Project Manager Manfred Schuster. “With webMethods technology, it wasn’t necessary. You install the server once and you’re ready to go.”

“The whole project took us probably one-and-a-half months,” said Glynn. “The webMethods Integration Server is like the glue that connects applications over the Internet.”

Happier customers – at a fraction of the cost

With the solution in place, National provides their customers with accurate, timely data in one format and by using one dictionary interface. Costs

are reduced since National is not required to provide different formats to different search engines or portals. Every portal that uses the RosettaNet interface benefits from the standardized dictionary and data exchange.

“It makes life easier for us,” continued Glynn. “It showed us how flexible and well thought-out the webMethods Integration Server architecture is. It can accommodate new requests and functionality to RosettaNet without changing the core product. That’s important, because software technology changes so fast. It’s good to have the right building blocks in place.”

KEY COMPONENTS

webMethods Integration Server

The webMethods integration server offers comprehensive integration capabilities, out-of-the box support for open standards, and an extensible solution with the ability to scale effortlessly.

ABOUT SOFTWARE AG

Software AG is the world’s largest independent provider of Business Infrastructure Software. Our 4,000 global customers achieve measurable business results by modernizing and automating their IT systems and rapidly building new systems and processes to meet growing business demands.

Our industry-leading product portfolio includes best-in-class solutions for managing data, enabling service-oriented architecture, and improving business processes. By combining proven technology with industry expertise and best practices, our customers improve and differentiate their businesses – faster.

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