

NetRouter uses e-business solution to revolutionize the distribution industry

Overview

■ **The Challenge**

Texas-based NetRouter wanted to Application Service Provider (ASP)-enable its offering to provide order consolidation and route optimization services to the distribution industry

■ **The Solution**

IBM xSP Prime program with IBM @server pSeries™ servers, Lotus Domino,™ IBM Global Services (IGS) and IBM Hosting Advantage

■ **The Benefit**

Reduces delivery costs by approximately 25% and eliminates routing problems for customers; provides reliable, scalable solution for NetRouter

Keep on truckin'

At any given moment, consider how many delivery trucks are on the road simultaneously all over the country. Well, the number of course is staggering. What does it take to organize it all? How do shipping companies deliver packages in a timely manner?

Enter NetRouter, Incorporated. Founded in 1999, NetRouter offers a complex solution for the transportation, distribution, supply chain and service industries. As the company's signature offering, NetRouter is designed to improve efficiency and eliminate routing problems, and has been successfully sold as a Personal Computer (PC)-based product since the company's inception. The solution offers truck routing, distribution modeling and planning, performs "what if" analysis for the best location of a distribution center and determines the best assignment of distribution centers to customer locations.

Going ASP

Recently, the company decided to ASP-enable their NetRouter application and offer their distribution services over the Web. "We saw an opportunity within the ASP business model," says NetRouter's President and CEO, Buddy Bradford. "We thought it could be a very cost-effective solution for our customers."

And cost effective it is. With NetRouter's online application, customers can reduce their distribution costs for deliveries by approximately 25% — saving on fuel, minimizing mileage and consolidating orders. They also can save by

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*Buddy Bradford
President and CEO
NetRouter*

Application Name	Middleware	Database	Operating System	Hardware	Processor
NetRouter	Lotus Domino	Lotus Domino	AIX®	IBM @server pSeries	NA

utilizing NetRouter for a monthly rental fee. "Our ASP offering gives our customers the opportunity to integrate a powerful solution into their order entry and processing functionality, without having to purchase an expensive product license for installation of their own hardware," says Bradford.

IBM puts it all together

When it came time to find a technology provider, Bradford went straight to IBM. "There really was no question in choosing a provider. We wanted a total IBM solution." The CEO adds, "The xSP Prime program offering provided all the ingredients to benchmark NetRouter as a robust, industrial-strength solution."

Bradford signed on to visit the IBM xSP Prime Center in San Mateo, California, where he took advantage of technical counseling, hardware and tools needed to ready his business for the ASP model. The NetRouter application was tested on the IBM @server pSeries server for performance, availability, capacity and load balancing in a secure network environment. According to Bradford, it was time well spent. "We wanted to ensure that NetRouter would perform successfully with multiple users," says Bradford. "The pSeries allowed us to test for elements that are mission critical in this business."

A twofold server solution

Since NetRouter was first introduced into the marketplace, Bradford has been utilizing IBM Lotus Domino, which provides a multi-platform foundation for collaboration and Web-based transactions. Now that NetRouter is ready for the ASP arena, the company added the pSeries to their family of servers as an ASP hosting server. "The beauty of this total IBM solution is its interoperability," explains Bradford. "NetRouter will run on all IBM platforms with Lotus Domino as the server." As for the new hardware, "the pSeries server delivers the ability to solve complex mathematical problems quickly. It's also extremely reliable and will allow us to scale accordingly."

Completing the equation

Bradford chose IGS and IBM Hosting Advantage to provide additional support and hosting capabilities. He also works with IBM Business Partners to channel sales. "We wanted to leverage the breadth of IBM resources, as well as their credible reputation in the industry," he states. "Our strategy is to ensure that NetRouter is a pure IBM solution, utilizing hardware, development tools and software, communication and more."

For more information

To learn more about IBM solutions, visit ibm.com/xspprime or contact your local IBM sales representative.



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