



“Our BroadVision-powered site is one of the first anywhere that enables end-to-end e-business. All our systems—including procurement, ordering, fulfillment, ERP, and CRM—are integrated and deliver information in real time to our site. That enables us to offer our customers and suppliers superior service and differentiates us from the competition.”

— Paul Fulchino, Chairman, President and CEO, Aviall, Inc.

Overview

Aviall, Inc. is a leading solution provider of aftermarket supply chain management services for the aviation and marine industries. As the world's largest independent provider of new aviation parts and related aftermarket services, the Aviall Services business unit markets and distributes products for more than 180 manufacturers and distributes approximately 90,000 line items from customer service centers located in North America, Europe, and Asia-Pacific. Its previous-generation, custom-developed site could not be expanded to offer the range of e-business capabilities Aviall wants to offer customers and suppliers. The company's new site, based on BroadVision® technology, offers customers and suppliers the widest range of logistics and e-business services in the industry.

Key Business Issues

To serve its customers and suppliers more effectively, Aviall will use its new site to acquire more knowledge about them and to personalize the site and its customer communications. As more of Aviall's business is transacted on the site, the company's cost-per-transaction will drop dramatically, enabling it to offer better prices and invest cost savings in

other corporate initiatives. Integrating its enterprise applications and web site will improve the company's ability to manage its huge inventory and streamline its ordering and distribution processes, leading directly to enhanced customer service.

About The Site

Aviall wants its new site (<http://www.aviall.com>) to provide the most extensive set of capabilities and most personalized experience in the industry for its customers and suppliers. Currently, 10 percent of Aviall's orders are placed via the web; the company wants to increase that to 25 percent within the next few years. To help make that possible, Aviall has integrated its procurement, inventory control, ERP, and customer relationship management systems so they can deliver information in real time to the BroadVision-powered site. That integration and BroadVision's personalization capabilities make it possible to display the correct customized table for each customer from among 20,000 different pricing tables on file.

Because of the complexities of the aviation industry, Aviall believes that its web site can offer more services and more accurate information than a customer service representative at a call center. For example, customers will benefit from an interface customized to their needs, a superior e-catalog and search function, a unique multi-line order function allowing them to download spreadsheets of part lists into aviall.com for instant pricing, and a user-friendly click-through process. Suppliers will now be able to view sales and inventory information in real time, rather than waiting for paper reports, and instantly receive RFQs (Request For Quotes) for infrequently produced parts. The site will also enable the company to offer such services as certifications, warranty information, and material safety data sheets (MSDS) to customers. Customers thus benefit from the convenience of self-service and the ability to transact business at the site on a 24/7 basis—which is especially crucial for the 39 percent of Aviall's business that comes from abroad.



Solution Snapshot

BroadVision serves as the foundation for Aviall's web site, giving customers access to real-time, personalized sales and product information.

Environment:

Sun Solaris, Oracle

BroadVision Applications:

BroadVision One-To-One® Enterprise

BroadVision Business Commerce

BroadVision Tools:

BroadVision One-To-One Publishing

BroadVision Publishing Center

BroadVision Command Center

BroadVision Design Center

BroadVision Instant Publisher

Third-Party Software

Catalyst, Lawson, NEON, Siebel, Xelus Screaming Media, Covasoft

Why BroadVision?

Aviall chose BroadVision for the following key reasons:

Extensive Personalization Capabilities

Aviall wanted to personalize information on its site for both customers and suppliers. Product information, news, and bulletins are tailored to each customer community's needs, individual purchase behavior, and stated preferences. Suppliers receive quote requests instantly and personalized announcements and can check inventory levels, forecasts, and sales results.

Professional Services

According to Aviall, BroadVision's experience in delivering the consulting, education and support necessary to deploy a complex, enterprise-wide system has been essential to maximizing the benefits its new site.

Company Standing

Aviall wanted a stable, experienced solution provider as a technology partner, and found one in BroadVision, whose extensive Global 2000 customer base, position as the leading supplier of an integrated suite of packaged e-business applications, and strong partner relationships made it the ideal choice.

Business Results

- The cost of an order placed via the web is 40 cents; the same order taken by a call center representative costs \$6. Moving transactions to the web delivers substantial cost savings
- Offering the widest range of online services creates a tighter bond between Aviall and its suppliers, which can lead to Aviall becoming the exclusive distributor of a company's products. Such an arrangement creates cost savings for both parties

- Accurate information delivered in real time to suppliers improves supply chain efficiency, which enables Aviall to offer customers highly competitive prices and enhanced, personalized service.

Hit the 'Net running

Partner with BroadVision to maximize your e-business profitability. Call us at 650.261.5100 or 800.269.1950, and we'll bring focus to your business—through technology—to put you ahead of the competition.

About BroadVision

BroadVision (Nasdaq: BVSN, Neuer Markt: BDN) develops and delivers an integrated suite of packaged applications for conducting e-commerce interactions and transactions. Global enterprises and government entities use these applications to sell, buy and exchange information over the web and on wireless devices. The BroadVision e-commerce application suite enables a corporation to become more competitive and profitable by establishing and sustaining high-yield relationships with customers, suppliers and employees.

WORLD HEADQUARTERS

BroadVision, Inc. 585 Broadway, Redwood City, California 94063
Tel. 650.261.5100 Fax. 650.261.5900

EUROPEAN HEADQUARTERS

BroadVision UK Ltd., 100 Longwater Avenue, Green Park, Reading, Berkshire, RG2 6GP, Tel. 44 (0)118.920.7777
Fax. 44 (0)118.920.7700

ASIA-PACIFIC HEADQUARTERS

BroadVision, 26th Fl., No. 66, Sec. 1, Chung Hsiao W. Rd., Taipei 100, Taiwan, R.O.C., Tel. 886.2.2312.1868 Fax. 886.2.2312.0007

