



Saga of Matco Tools Mobile Journey From I Series to iPhone

www.streebo.com

Need

Matco Distributors are on the road all day every day, they work from their rolling show room at the customer location bringing the product and display to the customer at their workplace.

Previously they were unable to quickly answer questions about availability while onsite with customers, and had to respond via phone, or email at a later time. This impacted the selling process.



This mobile sales force needed a way to look up product availability, pricing and margins from their smart phones while at client locations. Matco turned to Streebo for a Mobile Platform.

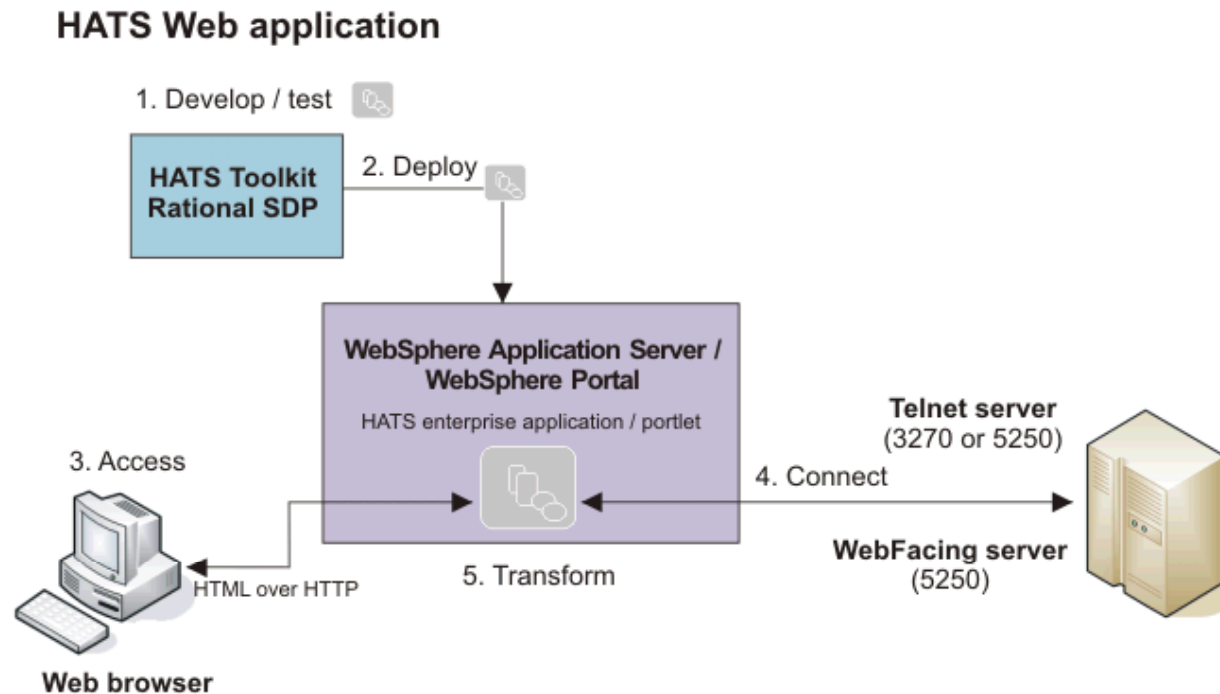
Goal

Provide a new User Interface optimized for smart phones, while leveraging all existing systems, platforms, security and business logic currently in place.

Streebo engineers designed a solution in conjunction with IBM (Cambridge Lab.) – This Mobile Solution leveraged Web Experience Factory and Mobile Automation technology from IBM. This allowed Streebo to re-use existing code from a previous HATS integration to connect to the AS400, JD Edwards and Oracle systems. Smart Phone Solution was to be delivered on the WebSphere Portal for dealers / distributors.



Current Set-up at Matco Tools



- Currently deployed Portlets leverage HATS at run-time
- Existing Portlet View JSPs leverage macros to do an OCR screen-scraping
- Portlets developed and built in RAD and leverages the IBM HATS Toolkit Software Development Package
- Matco Tools realizes that further trying to manually create JSPs for various Smart Device combinations will be expensive upfront and further result in very high maintenance cost
- Instead Matco Tools is exploring a more efficient and automated way to upgrade their web-front to a Smart Front™

IBM's Factory Technology Automates Smart Interface creation



IBM WEBSPHERE PLATFORM

SMART DEVICE ACCELERATOR™

Devices' Profiles

ERP

SQL

YOUR ENTERPRISE RESOURCES

CRM

WSDL

IBM's Patented Profiling technology automates the deployment of unique applications to lower the cost and ease the work load to support the stream of new devices

Mobile NOW

IBM's Automation Approach

6-8 Week Delivery Cycle



1 Customer Places an Order for Smart User Interface for their existing WebSphere Platform

4 Existing WebSphere Applications (J2EE and Portal) now renders Smart Interfaces servicing Smart Devices

2 Streebo & IBM configure Smart Device Accelerator using Smart Parts™

3 Customer deploys Smart Device Accelerator and Smart Parts™



Existing Desktop Interface

my matcotools [MyMatcoTools](#) [Administration](#) [Applications](#) [Search Center](#) [PortalAdmin](#) [Edit My Profile](#) [Log](#)

Search: All Sources

MyMatcoTools / Self Service / Top Selling Items

Home **Self Service** [Communication](#) [Pre-Order](#) [Parts Manual](#) [Marketing](#) [Matco University](#) [Sales](#) [CFS/PSA](#) [Franchise](#) [View Cart](#) [Search](#) [Order History](#)

[My Account Balance](#)
[My Profile](#)
[My Last 3 Shipments](#)
[My PSA Health Index](#)
[My PSA Activity](#)
[My PSA Hold Status](#)
[My PSA Check Postings](#)
[Item Lookup](#)
[Order Status](#)
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Currently Viewing **STARTER(411116)**

Search:

Top Selling Items

Show Region: Show Items With List Prices Between: Show Top Selling

Below is a ranking of items based on sales activity within the last 90 days in National Region using All Prices and All Other Items

Rank	IMAGE NOT AVAILABLE	Part #			Select Column to Sort		Trend
		Part description			Ranking		
		US List Price	Class Code	First Sold on	Last 30 Days	Overall	
1.		RT2	ROTATING MAGNETIC WORK LIGHT		4	2	2
		\$23.80	C	09/14/10			

Smart UI



Web Experience Factory was used to automate the creation of multiple application versions and an Optimized User Interface with features unique to each Mobile device. Support for all these unique versions is all managed through 1 master build using the “Profiling” technology within WEF.

This allows just the right features and function for varying devices still Matco only has to manage, upgrade, etc. a single, standard code base.

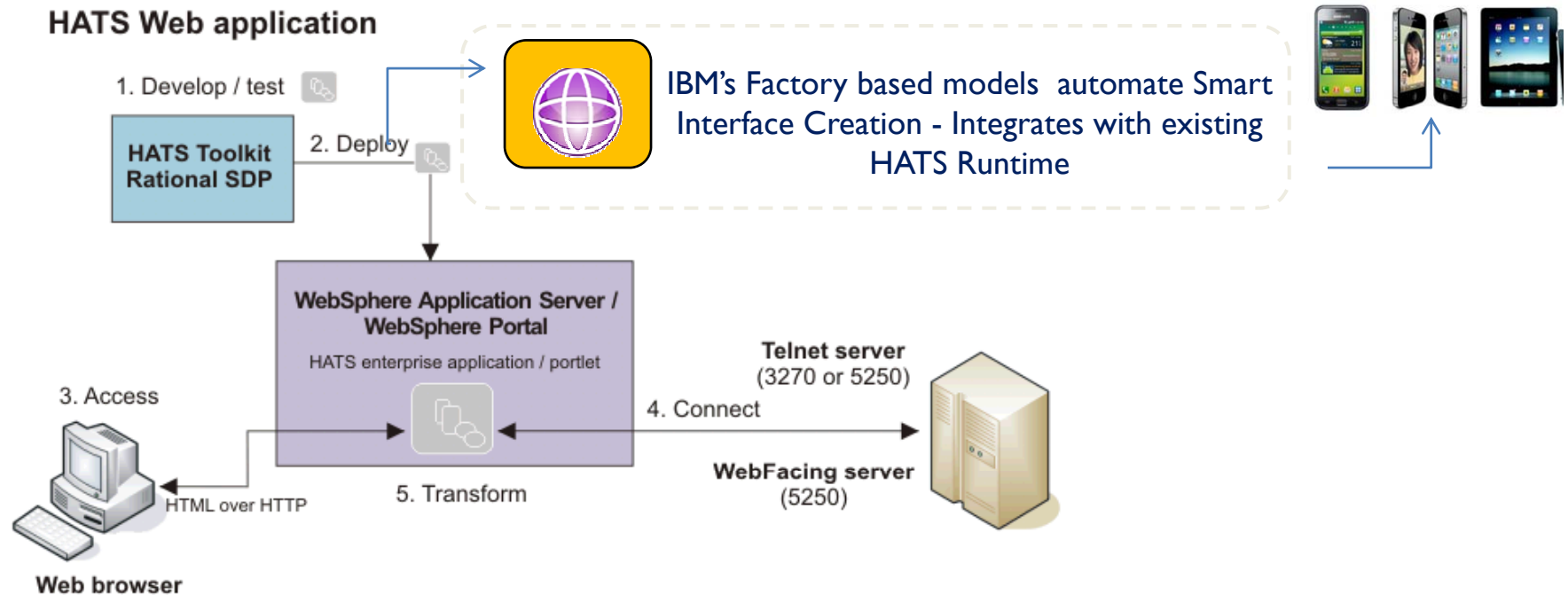
Technical Solution for Mobile Applications

- Existing WebSphere Portal V6.15
- WebSphere Portlet Factory V7.0 for Smart UI
- Host Access Transformation Services (HATS)
- IBM AS400
- Legacy ERP JD Edwards
- Oracle Databases
- Custom Mobile Theme for Matco

Supported Platforms: Existing Desktop version, Mobile Devices: **HTC Hero, iPhone, Blackberry and iPad**



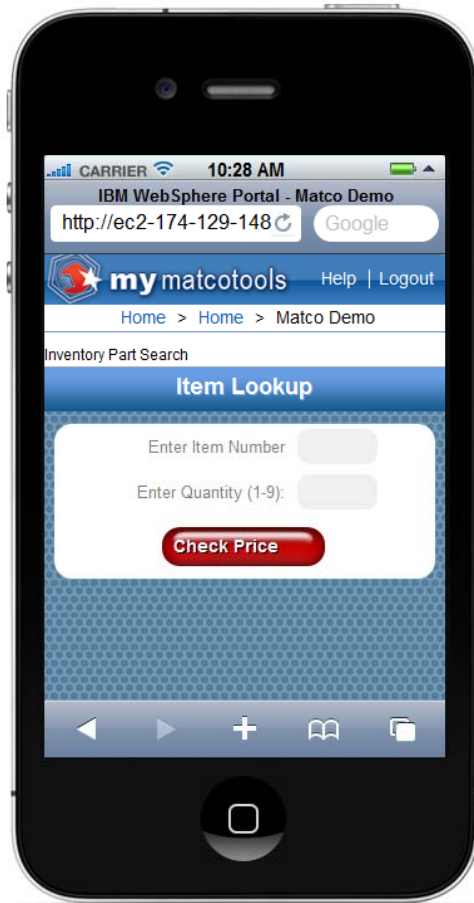
Updated Application Architecture that supports Smart Phones



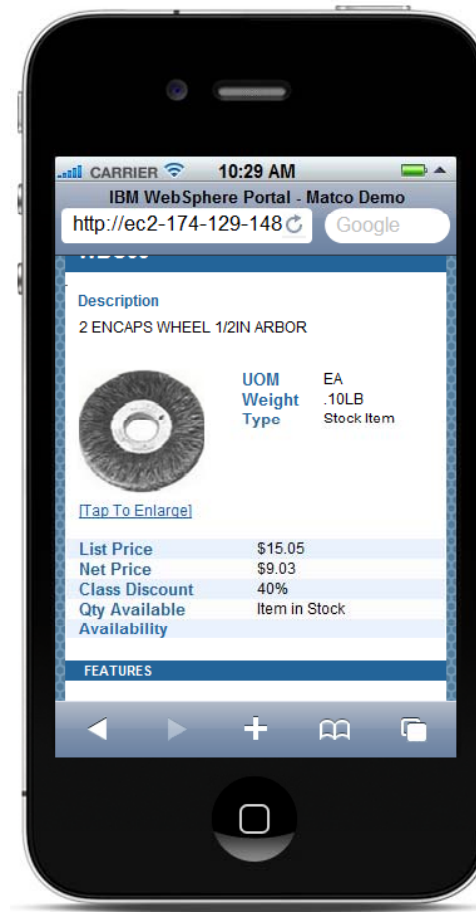
- Utilize WebSphere Portal Development tools (Portlet Factory) to Automate the creation of various Smart Interfaces for a large number of smart devices
- Further, profiling technology lowers the ongoing cost of adding more device support as new gadgets emerge in the market place
- Solution continues to leverage the existing HATS runtime environment and Factory will only create a Smart Interface – all business logic and existing components will remain as-is and re-used.
- Development team will continue to leverage your existing RAD development environment

Smart Device Interface on Existing WebSphere

Search

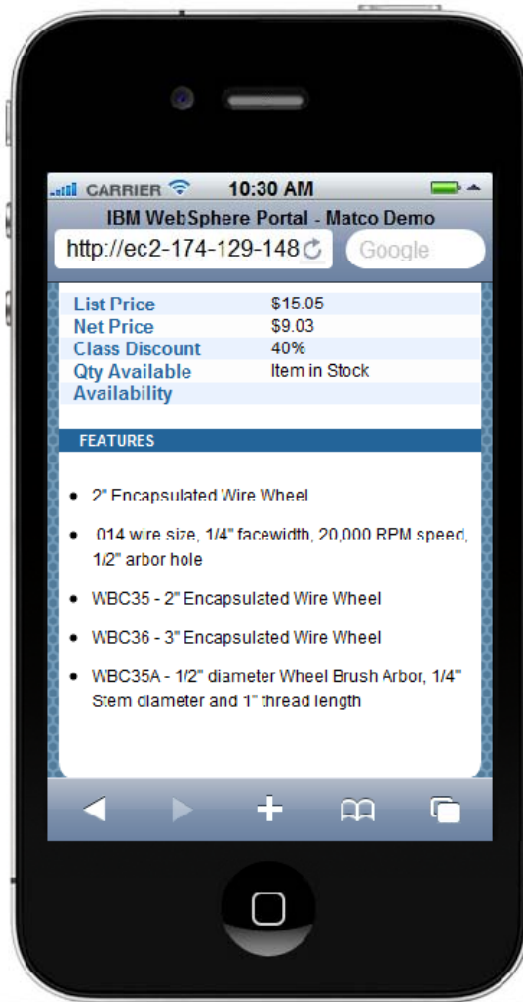


Detail

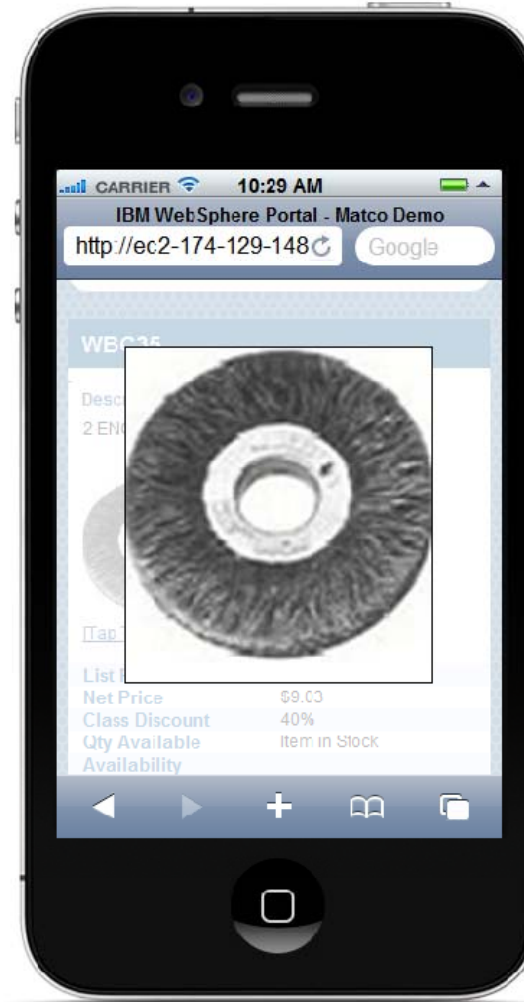


Smart Device Interface (cont)

Financial Data



Product Image



Getting to Yes

Yes! With improved service Matco representatives have been able to hear this more often from clients today.

Representatives are able to respond instantly to customer questions and have won their trust. This solution takes key information from enterprise systems to sales reps who can influence sales.

All along leveraging the existing Portal and supporting systems.

The solution meant zero retraining and the team loves it.

