

### Advantage 2E (Synon) Customer Web-Enables with aXes

#### Introduction to Toyo Tire Canada

Toyo Tire Canada ([www.toyotirecanada.com](http://www.toyotirecanada.com)) has established itself as a company that delivers premium tires which are designed to meet the driving needs of Canadians. They provide an extensive line-up of tires for passenger cars, trucks and industrial vehicles. For seven years in a row, Tire Review Magazine has rated Toyo Tires as the highest quality product in the marketplace.



Toyo Canada uses IBM iSeries hardware to run its core business applications. The Advantage 2E (formerly Synon) case tool is utilized by Toyo Canada's I.T. department to create and maintain these business applications. The applications are deployed with traditional iSeries host-based interfaces.

#### Problem to Solve

Tire dealers would traditionally have to place and track tire orders with Toyo Canada by phone or fax. This process was becoming labor intensive and prone to errors. Toyo Canada wanted to streamline these ordering processes by providing its dealers with real-time access to its applications and inventory. This self service approach would improve dealer satisfaction and ultimately serve the end-consumer better.

Toyo Canada also needed to provide its employees with efficient remote access to its iSeries business applications. This remote access would improve the productivity of its increasingly mobile workforce.

Toyo Canada determined that the best solution would be to deliver their iSeries B2B services over the web through a browser interface. A web-based solution would offer several benefits to Toyo Canada. A browser interface would allow access to Toyo Canada's applications without having to pre-install special software on dealer's PCs. Additionally, it would allow dealers to utilize the widely available internet to gain connection to Toyo Canada.

#### Search for Solution

The I.T. department at Toyo Canada considered several approaches for web-enabling their applications. It was extremely important to find a solution that would not require the reengineering of their existing SYNON applications in order to preserve the existing software development efforts.

The management at Toyo Canada wanted to roll out the on-line ordering application to the dealers in a short period of time. It was critical to find a "load-and-go" web-enablement solution that would not require any special conversions or additional programming work.

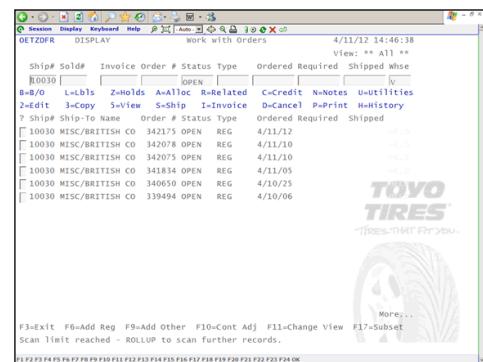
With real-time access, hundreds of dealers would be accessing Toyo Canada's ordering applications on a daily basis. Toyo Canada needed a web-enablement solution that would support this increased activity without placing an excessive burden on their existing iSeries.

Toyo Canada evaluated several web-enablement products in the marketplace. Many of the competing products had long implementation times and/or placed excessive loads on their iSeries.

### Why Toyo Canada chose aXes

After an extensive search process, Toyo Canada overwhelmingly decided that the best solution was the **aXes** web-enablement product from Linoma Software (aXes Partner/Distributor). aXes was very easy to implement and offered all the features that Toyo Canada was looking for.

- A true load-and-go solution without the need for additional programming work.
- Support for all iSeries screens, including SYNON generated applications.
- Automatic on-the-fly conversion of screens.
- Minimal performance impact on their iSeries.
- Screen response times comparable to emulation.
- Centralized administrative and monitoring tools.
- Lightweight network bandwidth requirements.
- Affordable pricing compared to other web-enablement products.



Toyo Canada has quickly realized the benefits of web-enabling its iSeries applications using aXes. They are now experiencing reduced order desk phone traffic and improved dealer satisfaction with this self-service solution.

### Summary

Rob Dubois, IT Manager for Toyo Tire Canada, is very satisfied with their successful implementation of aXes and the level of service provided by Linoma Software's staff.

Rob states "We evaluated many web-enablement tools in the marketplace and overwhelmingly decided on aXes, which was very easy to install and administer. aXes performs well, scales well, and provides great tools for monitoring usage and controlling access to our iSeries. I highly encourage other iSeries installations to seriously consider aXes. It is a proven and cost effective strategy to rapidly extend applications to the web with no need for reengineering applications, adopting additional tools or re-training."