STMicroelectronics, an independent worldwide semiconductor manufacturer, designs, develops and markets a huge range of integrated circuits and components used in numerous micro-electronic applications: telecommunications, computing, consumer products, cars and industry. Employing 40,000 people in 27 countries, the company reported a turnover in 2001 of $US 6,356 bn.

To cut design time for components and provide customers with personalised services, STMicroelectronics has opted for a HP/Oracle portal.

The stakes
In 1999, under the impetus of Jean-Claude Monney, IT Director Marketing and eBusiness, STMicroelectronics decided to give its existing Web platform a new lease of life. The primary goal for the manufacturer was to stand out from its competitors by offering its customers a range of eBusiness services (on-line transactions, product technical data, etc.) that could be accessed easily via a single entry point, a "B to B" portal. "We wanted to establish personal relationships with our most influential customers, who are for the most part designers" says Jean-Claude Morand, eBusiness Program Manager at STMicroelectronics. "We were looking to this portal to cut the design time for our products through a more direct interaction with our customers and partners. The portal has to be dynamic" adds Jean-Claude Morand, referring to the interaction between the portal and the various ERP systems.
installed on a J2EE technologies base.

Choosing Oracle

STMicroelectronics played the Oracle 9iAS portal card for a number of reasons. Firstly all the corporate databases were under Oracle 8i and secondly the portal was easy to integrate with existing Web applications and platforms (Internet, Intranet and extranet).

“We also wanted to select a major software publisher for long-lasting continuity of the solution and to take advantage in particular of regular product upgrades” stressed Jean-Claude Monney who, by renewing his faith in Oracle, restricted the number of players involved in the project thereby favouring integration with HP.

Collaboration with HP

An HP partner on numerous projects, STMicroelectronics decided to install the Oracle 9iAS portal on four HP-UX L3000 servers. This solution also integrated a firewall and administration software (HP OpenView Vantage Point). HP Operations is handling the transfer of expertise to the STMicroelectronics teams during solution phase-in.

The first benefits

Year 2000 was spent developing the portal, which went live early July 2001 for four company distributors and key accounts. Today, there are some thirty customers (representing about 3,000 people) who log on to the eBusiness portal, and STMicroelectronics is looking to reach 80 of its customers by the end of March 2002. “Our portal has been very well received because it is secure and offers numerous possibilities via Supply Chain and on-line ordering management applications” says Gilles Sanchez, Supply Chain Concepts manager, who is confident regarding future platform developments and consolidation.

“For the moment, development is progressing slowly but surely” sums up Jean-Claude Morand. The portal now offers a whole panoply of customised services in a very safe and secure environment.

At present we have some thirty experts on the Oracle 9iAS portal.

It takes us less than 15 minutes to create a new extranet for a partner and less than 5 minutes for a new user. This is a significant contribution provided by this solution.

THE REASONS FOR CHOOSING HP

BRUNO BILLARD
IT DIRECTOR, CORPORATE OFFICE AUTOMATION AND TELECOM

“Since HP was already a partner for many other projects, it seemed a good idea to select this supplier for the e-Business platforms. This has enabled us to capitalise on the expertise already gained by HP on other projects.”