

## **InterTex**

### **Issue**

Technology drives competition. InterTex has become ineffective as the competition has made several technological advances. These advances have given the competitive edge to other players in the market. This competitive edge involves CRM, Remote Access, and SCM. To compete, InterTex must upgrade their electronic business processes.

The initial problems as describe by InterTex were:

- 1) To much time is taken handwriting, receiving, and filing orders.
- 2) The company as a whole needs more accurate sales and cost information as soon as possible.
- 3) There is a need to reduce the amount of time required for processing.  
Including the time spent entering orders and searching for financial information
- 4) Last but not least – They need to keep up with the competition.  
Competitor’s customers have access to services via the web, automated distribution, and access to corporate LAN’s.

### **Solution**

Naturally installation of compatible hardware and cohesive communications architecture has lead to increased efficiency. For example a DBMS system will be implemented. After the installation of the recommended technologies, productivity has increased. Data transmission of orders from customers was more accurate then when phone, fax, and regular mail were used. The DBMS also facilitates nimble response to customer feedback.

Although we have not quantified the level of productivity, it is safe to assume Intertex's processes have been streamlined. Customers have been positively affected by the new technologies with the quicker access to information with respect to customer service. There was no initial feedback from InterTex as to an increase or decrease of order processing speed. Additional queries should be made in this area. The installation of the recommended technologies have allowed for faster responses to customer inquiries.

Methods of data compression involving software is integral as P4 processor speed could potentially bottleneck over an analog network. Increasing the throughput and bandwidth using Ethernet and v90 modems will prevent bottlenecks with data transferred. Information transferred between locations falls into two basic categories. First, financials in the form of Excel and Word documents with large charts and images. Second, batch transmissions of orders from the call centers database to the subsidiaries

on a daily basis. Weekly reports are also sent to each subsidiary. Finally, all subsidiaries send order fulfillment information back to the call centers.

If all modems are upgraded the potential will be to transmit at 230,000 bps. The inconsistencies in buying patterns caused compatibility issues that should be monitored in future upgrades. Having each call center and subsidiary purchasing equipment without a given set of standards has caused a delay that could have been avoided. Additionally, maximizing the bandwidth along with the P4 processors decreases the likelihood of bottlenecks.

## **Conclusion**

In conclusion, Intertex has regained its competitive edge with a technological upgrade. This upgrade involved v.90 modems, Ethernet over WAN, windows hardware, and data compression software. We have been able to reach the desired goals thru the use of standardized modem technologies and software compression. Doing this will allow us to achieve maximum data transfer rates. We used a large compliment of Microsoft solutions including Windows Server 2000, Windows 2000 Pro and Microsoft Remote Access Server. Additionally, modems with data compression allowed us to link to remote sites.

The use of multiplexing may be used to allow transmission of multiple streams of data at one time. We also recommend using WinZip or another type of compression software

to compress large files containing images. Maximization of bandwidth over the Ethernet installation also facilitates efficient, effective data transmission. Error prevention, detection and correction methods involve adaptive protocols, vertical redundancy, longitudinal redundancy, checksums and cyclic redundancy checks. These methods help to reduce the amount of errors transmitted over Intertex's network.