

# Twinings

## Net Services Software

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### SUCCESS STORY

To improve interaction with its supply chain partners, Twinings engaged the development assistance of 2<sup>nd</sup>C and the power to change with Net services software from Novell®.

#### OVERVIEW

As Tea experts since 1706, Twinings is one of the oldest tea companies in the world. Twinings is headquartered in Andover, Hampshire, halfway between London and Bristol, Britain's principal historical tea ports. Today, Twinings is the global market leader in specialty teas, distributing a wide range of high quality blends to more than a hundred countries throughout the world.

#### CHALLENGE

Over its long and influential history, Twinings has always been an innovator in tea blending, packaging, design and new products. In that same spirit of innovation, Twinings sought to leverage the Internet to improve its business operations. "We wanted to optimize our supply chain," says Nick Harris, End User Systems Coordinator at Twinings. "We were looking to use the Internet

more effectively for business-to-business communication." To ensure its success, Twinings leveraged the power of Net services software from Novell® and the custom development expertise of the 2<sup>nd</sup>C consulting company.

#### NOVELL SOLUTION

Twinings has relied on solutions from the leading provider of Net services software since 1988. So, when it decided to implement a Web portal as the basis for its B2B communications, Twinings' past experience with Novell solutions had a major influence on its decision to rely on yet another Novell solution. "Novell products have always been reliable and cost-effective," states Peter Zillwood, Twinings' Group Operations Manager. "That's one of the main reasons for us adopting Novell Portal Services."

Novell Portal Services enables organizations to create personal Web portals that give their partners, customers, and employees all the relevant information, resources, tools and applications they need to conduct business and execute their daily work responsibilities. Novell Portal Services presents within the user's Web browser a customized collection of services and



*"Novell® Portal Services has given us the ability to deliver a customized Net experience to our individual partners that enables them to interact directly with our backend services and better participate in our whole business process."*

—Nick Harris  
End User System  
Coordinator  
Twinings

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resources, appropriate to the user's specific needs, interests, roles and responsibilities.

Novell Portal Services' ability to leverage NDS® eDirectory™ to dynamically deliver role-based portals also played a significant role in Twinings' decision to utilize it for its B2B communications. "The other portal competition really didn't link into NDS," states Harris. "NDS enabled us to have a role-based access model. It gave us the ability to pull all our information together. And, with the one Net structure beneath it, we felt Novell Portal Services was the product set to go for."

Twinings plans to use Novell Portal Services to improve its overall interaction with customers, distributors, suppliers, and eventually consumers by tying the portal to its backend ERP system. "Novell Portal Services will enable us to communicate effectively up and down the supply chain," says Harris. "Distributors will be able to pull price lists and reports. Suppliers may access packaging material and ingredient specifications, along with packaging designs. Novell Portal Services will allow us to take information from our backend system and represent it back to our partners so they can ultimately provide us better service."

To help it successfully tie its backend system into Novell Portal Services, Twinings engaged the help of 2<sup>nd</sup>C, a development house based in Denmark. 2<sup>nd</sup>C focuses primarily on directory enabling information management systems for major corporations. "2<sup>nd</sup>C is a fast pace company in terms of delivery," says Harris. "Their relationship with the Novell Portal Services

development team has been vital. They have played a major role in getting this project going."

Another critical aspect of the Novell Portal Services project has been utilizing Novell Portal Services to give its partners access to key applications through the portal to improve collaboration and enhance productivity. Net services software, GroupWise® and eGuide™, are two of these portal integrated applications. "Users will be able to see any tasks, appointments, or notes that are stored in GroupWise," says Zillwood. "Bringing that communication mechanism into the portal itself really enhances the collaboration aspect."

Twinings also indicates that through Novell Portal Services they plan to provide user access to a Citrix® client and some Microsoft Office applications. Novell Portal Services leverages Novell Single Sign On™ to streamline and simplify user access to all these different applications and services. "The one Net model in terms of Novell's approach to working with other rival networking solutions is a breath of fresh air," states Harris. "It's nice to have the ability to say, 'We'll work with you no matter what your systems are.'"

## RESULTS

"We have been delighted with Novell's Net services software," concludes Harris. "The role-based access model inherent to Novell Portal Services will give us the ability to deliver a customized Net experience to our individual partners and enable them to interact directly with our backend services to better participate in our whole business process."

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