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Case Study

# E-Commerce (B2B/B2C)

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## “Case Study – E-Commerce (B2B/B2C)”

### Business Requirement

A global Hobby Product company, manufactures various hobby grade radio control (R/C) models, as well as Athearn model trains and die-cast models, which it sells direct to consumers as well as to hobby retailers

The e-retailing website of company required improvement in number of sales on the online channel to increase the outreach as well. It intends to improve the user experience on the website and provide a seamless cross channel experience to the customers.

### Scope

The online store of the company is built on **IBM WCS v7.5**. The user interface has been developed using Google Web Toolkit. The interface isn't using WEB 2.0 capabilities and user experience can be improved. The solution was not built using BOD and SOA technologies which IBM WCS v7.5 is capable of therefore affecting the performance and decreasing the seamlessness for the future enhancements on the other channels as well.

Re-implementing an ecommerce website will include developing order management system, catalogue management system, shopping cart and all other features completely again.

### Our Approach

We deployed a team of X number of developers and X Number of QA resources to make the user experience better by customizing Aurora Store provided in **IBM WCS** to tap the potential of WEB 2.0 and make the user interface much more seamless and smoother. Changes made in the backend to make the website faster and optimize performance by increasing the reusability of the code and caching important necessary data for the user.

Moved to BOD framework of IBM so that SOA can be used and future enhancements on other channels as well are hassle free and ready to be implemented just by changing the front end code as per the platform.

Searching criteria and indexing improved considerably for the user to be able to find exactly what he/she wants using the filters which were added to previous versions. Search Engine Optimization done to increase the rating of the site and make it more visible on the Google and Bing. Cross sales and up sales mechanism set up in an intelligent way to provide the customer choices of what he may want to buy.

Changed the inventory from the Not Available to Promise to Available to Promise to improve number of sales by back ordering the items which may be available in some period of time. The fulfilment process as well improves due to the change made here.

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Implemented the order management system with customizations required for hobby products and improved user experience. Gift Wrapping included on the new shopping cart built with changes made as per the client’s need. New product display and flat category level pages developed for better navigation and search engine optimization.

### **Technology**

- IBM Websphere Commerce Enterprise v7 Feature Pack 6.
- Adobe Scene7
- Microsoft Team Foundation Server
- Virtual Machine Player
- IBM DB2
- Cybersource for Payments

### **Important Facts**

- E-commerce implementation was unique in its complexity in implementation, integrations with the legacy systems.
- It is unique in the way it allows customers to submit the order, in some scenarios a customer is able to submit an order without actually making the payment to the merchant. It used concept of kill-switch for different integration services where a service can be turned off manually in the system particularly in peak hours.
- ODA was involved in the entire life cycle of the project, from concept, planning, design till implementation and migration was completed successfully.

### **Our Value Add**

The better user experience, changes in inventory model, promotions and analytics for promotions has increased the number of sales for the company. Search Engine Optimization has helped in increase the ratings of the website on various search engines. The ease in ordering and helpful shopping cart and mini shopping cart with multi actions and lesser clicks also helped in increasing the number of orders and as a result number of sales.

The user experience holds people who visit this channel for buying and add others by integration with the social media platforms.