



A LEADING ECOMMERCE PROVIDER INCREASES SITE TRAFFIC AND SALES WITH THE HELP OF HCL'S SOLUTION

CASE STUDY

Region	: US
Industry/ Domain	: Retail/ CPG
Functional Area	: 24/7 Application Support through an ODC; Application Migration, Application Development, Testing – Planning, Scripting, Automation; Resource Augmentation
Area of engagement	: Complete IT support to all the client's constituent companies, including on-site production support and enhancement

ABOUT THE CLIENT

The client, a leading provider of eCommerce solutions (enabling retailers, branded manufacturers, entertainment companies and professional sports organizations to operate eCommerce businesses), joined hands with HCL to develop an eCommerce solution to increase its site traffic and sales.

Our client was looking for a partner who could help in designing and developing the website with e-commerce technology, hosting, order fulfillment, customer service, merchandising and order management, online merchandising, customer relationship management and online marketing.

BUSINESS CHALLENGES

The client was looking for a strategic partner who could help in designing and developing the website with e-commerce technology, hosting, order fulfillment, customer service, merchandizing and order management, online merchandising, customer relationship management and online marketing.

The challenges were three-fold: at engagement, application and operational levels.

- **Engagement:** The client was hesitant to create an offshore model. However, the cyclical nature of the business - a primarily staff augmentation model with the need for quick ramp up/ down and scattered software development processes - prompted the need to diversify into an onshore/offshore delivery framework.
- **Application:** The client was plagued by a scant documentation module, and required the stringent application availability of SLAs, a non-modular code base, highly parameterized application structure, and restricted access to database environments - for improving user experience.
- **Operations:** The client was looking to setup an Offshore Development Center with VPN connectivity, bridging the cultural divide, and enabling 24x7 production support as well as enhancing website traffic/ ratings and boosting sales.

HCL SOLUTION– ENDURING RELATIONSHIP DRIVING OPERATIONAL EXCELLENCE

We embarked upon our partnership with the client in 2004. Since then, the alliance has brought about a stable onshore-offshore model along with the many innovative eCommerce solutions that have assisted the organization in its multi-dimensional growth

HCL SERVICES SNAPSHOT

Service areas: 24/7 Application Support through an ODC, Application Migration, Application Development, Testing – Planning, Scripting, Automation and Resource Augmentation

Tools and technologies: JAVA/J2EE, Oracle, HTML, XML, PL/SQL, CSS, JavaScript, Apache Velocity, AS/400, Data Warehousing and ISML

Methodologies: RUP, Scrum, Agile and Waterfall

IPs/ Frameworks: Struts, Spring, Apache Tiles, Mule ESB, Ibatis, Hibernate and JDA MMS

HCL'S UNIQUE VALUE PROPOSITION

The search engine optimization initiative led to:

- Increased site traffic (the page appears among the top three search results) and site ratings
- Increased sales (as a site user usually clicks on the top 3-5 displayed results)

We improved user experience by providing business functions for:

- Search, flexible shipping, enhanced order emails and in-store pickup

We enhanced sales through functionalities like:

- Gift-finder service and creating wish lists for specific dates and events
- Complete multi-channel integration
- A database independent test framework

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We facilitated legacy architecture migration onto new modular architecture,by:

- Providing complete ownership while launching websites on the new architecture
- Providing data migration and Sterling DOM implementation services

BENEFITS WITH HCL'S DIFFERENTIATED OFFERINGS

Improved Go-to-Market time: The new site was launched in two weeks as opposed to the original 3 months timeline.

Enhanced customer satisfaction through flexibility: The client could now manage aggressive ramp ups/downs and adapted to changing customer dynamics, which resulted in greater customer satisfaction.

Improved SLAs: The client witnessed heightened efficiency - system availability at more than 99.5% uptime, average SLAs to resolve PS tickets reduced from 6.5 days to 3.5 days.

Improved knowledge management: The client optimized on-boarding timeframes for new joiners (from six or eight weeks to just four weeks) and documented key business processes.

Provided framework-based testing: The client could now develop a database independent test framework with JSON (Prior to the implementation of this framework, projects were usually delayed as it was difficult to get test data from partners. This framework has helped the client complete all projects on schedule and within budget, leading to its own customers being satisfied).

Reduced testing efforts: The client reduced testing efforts by 50% for automation of regression test cases.

Provided deep domain and application expertise: The client could now manage resources better - turnover rate remained below 10%.

ENGAGEMENT HISTORY AND CURRENT SCENARIO

The engagement was truly a multi-level approach in many ways. The approach needed to factor-in the requirements at every level – the client, their clients and the end user. Our expertise in eCommerce frameworks and intellectual properties proved to be a huge strength in this area. In addition, the speed of solutions delivery also brought vigor to the engagement.

The focus was on supporting the client's applications through robust design and architecture which helped to link the backend systems to the web store order processing systems. Developing the catalogue management system for maintaining product-related data, web store for B2C orders and customer relationship management and integrating them with the existing order management system, were the first two phases of a three-step process. The last phase required customization of JDA MMS – the backbone of the order management system – to cope with the requirements of the new integrated systems. In addition, the master data management applications were re-engineered as well.

The relationship with the client, which directly had a tangible positive impact on client's profits, is projected to increase five-fold in purely quantitative terms alone. Qualitatively, we continue to collaborate in order to develop the best possible solutions for the client, to further add business value to the process.



To know more, Contact us at bpobusinessmarketing@hcl.com



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