

Retail Electronic Commerce

Highlights

- Our client, without any electronic commerce capabilities, relied on third party partners to provide limited eCommerce capabilities on select products.
- UST's design team worked closely with the client to identify needs, using an iterative process to focus on the architecture, platform, and integration to the client's back office and partner services.
- The client now has scalable, operational electronic commerce capabilities that includes customizable catalogs, store-specific pricing, order management, payment processing, and in-store fulfillment.

Customer Profile

Our client is a major retailer in the US catering to consumers for pharmacy, grocery, and general merchandise. In addition to fast-paced technological challenges, this industry must successfully manage its workforce while balancing budgets, variable staffing needs, and labor laws against profitability, customer satisfaction, and customer loyalty.

Business Issue

- Our client did not have any electronic commerce capability and relied on third party partners to provide limited eCommerce capability on selected products.
- The client lost significant investment dollars several years ago in an unsuccessful attempt to build electronic commerce services.
- The client IS organization wanted to build electronic commerce capabilities on the chosen technology platform, creating an environment that would scale to meet their business needs.

UST Approach

- UST Global simplified analysis, build, test, and deployment by splitting the electronic commerce flow into five iterations.
- Our analysts worked closely with the client's team to define what features needed to be included in each iteration.
- The design team focused on the architecture, the platform, and integration to both the client's back office and partner services.
- The ATG Commerce Suite platform had rich out-of-the-box capabilities that helped the team to orchestrate the features that the client requested.
- UST Global built the eCommerce features and deployed them onto the centralized, integrated environment.

Benefits

As the result of this project, our client now has:

- An operational electronic commerce capability that includes customizable catalogs, store-specific pricing, order management, payment processing, and in-store fulfillment.
- Integration with service in the cloud for payment processing using the Software as a Service model.
- Features that give the ability to cross sell products, up sell products, and offer products in promotions using simple-to-use platform components, enabling business in their "fast to market" strategy.
- A fully functioning technology stack that has the Commerce Suite framework, Java application servers, and a Web tier that is scalable to future business needs.