



Increased the client experience by enhancing an e-commerce website for a leading retailer

/// CASE STUDY



Highlights

Maintenance & Enhancement of E-commerce site for a leading auto parts retailer to significant cost savings for a fixed project size

EDS Best Shore Solution Centre

India

Client Type

Retailer of Auto Parts

Industry

Retail

Geography

Americas

Type of Work

Development, Enhancement, Production Support and Maintenance,

Engagement Size

Peak Team Size: 15

Project Duration: 1 Year

Client

A leading North American retailer

Objectives

- To enable client resources to focus on strategic initiatives such as Architecture and Program management using Mphasis delivery model
- To work on most of the critical projects like POS, loyalty program, E-commerce, Shelf label/Shelf tag, resulting customer satisfaction
- To developed custom framework to address both Taxations and Regulatory Compliance

The clients' e-commerce site needed to be enhanced and improved with modifications to architecture, design and code to provide a robust software platform designed and tuned for high performance and maximum uptime.

- The enhancements were mainly aimed at improving the existing site with effective categorizations of products, efficient methods of searching using ENDECA and introduction of security features
- Maintenance and support of the site from offshore

Technical Profile

The following graphic provides a snapshot of the technical profile of the e-commerce site:

| Client Tier | Presentation Tier | Business Logic Tier |
|--|--|---|
| <p>Browser-based clients XHTML, HTML, XML, Javascript for field validations</p> <p>WebSite Story - Web Analytics and Web Site Statistics.</p> | <p>Web</p> <p>Spring MVC Architecture (using XML, XSL).</p> <p>Proprietary Framework : Servlets translate requests from web browser actions to the business tier and dynamically build html to display the responses and results (using XML, XSL)</p> <p>Documentum Content Management System</p> | <p>Business code</p> <p>Spring Service Bean</p> |
| | | EIS Tier |
| | | <p>DAO Component Spring DAO Component, Payment Gateway Integration Fraud prevention (CyberSource) Search engine - ENDECA 4.8.3</p> |
| | | ER Tier |
| | | <p>Multiple Databases Informix, DB2, DRDA Gateway, Endeca repository.</p> |

Solution

The functional areas in which the offshore team provides maintenance & support are:

- Product Search
 - ENDECA search for parts , accessories
 - Implementation of ENDECA Navigation Search
- Online Shopping
 - Implementation of AMEX Card
 - PCI-CAPN implementation
- Online Repair information Guides
- Vehicle Service History
 - Maintain service history of the registered vehicles
 - Advice on Maintenance.
- Publish weekly deals
- Feedback and comments
- Store Locator
- Customer Service

Benefits

- Provided a robust, high performance E-commerce site for the client
- Increased online sales by 35%
- Enhanced and improved the site with a richer customer experience

About Mphasis

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