At a Glance

INDUSTRY
Stationery

LOCATION
Australia

USE CASE

An Australian network of independent office supply stores wanted to deliver an online retail storefront.

CHALLENGES

The client had the challenge to monitor the critical business transactions for IBM middleware and to have a single platform to support multiple brands

SOLUTION

Royal Cyber Monitor Pro was instrumental in helping the client to identify and fix the transaction issues. The WebSphere Commerce solution helped the members to connect with customers through their own website, getting deep insights on customer preferences.

End to End Business Transaction Monitoring for IBM Middleware

About The Client

The client is Australia's largest independent business supplies dealer group. They support independent dealers to be competitive with big buying power, international procurement, differentiated marketing resources, flexible IT solutions and support services. The gigantic dealer group in Australia has around 200 locations, providing its dealers the robustness of network with the power of independence.

Business Challenges

- ➢ The client wanted to get an overall view of transactions flowing in two directions i.e. from IBM WebSphere Commerce – **IBM Integration Bus** – Backend ERP and vice versa.
- ➢ The client's aim was to deliver an online retail storefront.
- ➢ The client was seeking a single platform that can support multiple brands.

Our Approach

Royal Cyber's approach was to utilize the IBM WebSphere Commerce extended sites model to provide the client an online retail storefront with an ability to craft individual storefront of about 150 separate businesses.

The client can now run various promotions and provide most up-to-date catalogs to the customers and give them marketing spots which can be supervised by individual dealers to offer marketing promotions on their storefronts.

- ➢ IBM Integration Bus (IBM Middleware) was used to connect WebSphere Commerce with all the businesses (ERPs/Stores) using SOAP Web Services and FTP based Integrations.
- ➢ Royal Cyber deployed **Monitor Pro** which is an end to end business transaction monitoring solution
  - ○ Based on IIB event flow generation mechanism, database and front-end monitoring web application.
  - ○ Virtually no overhead on IIB server as all processing for monitor pro is on a separate server

Today, each member interacts with customers through their website, getting deep insights on customer preferences.

FTP/HTTP

FTP

Vendors/Stores ERP

IIB & MQ Environment

WebSphere Commerce Server

FTP/HTTP

FTP
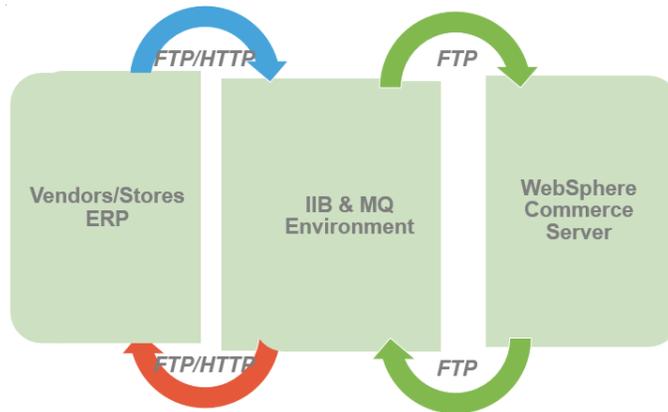
Key Takeaways

✓ **Substantial reduction in business transaction issues due to Monitor Pro**

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✓ **Boosting conversion up to 114 percent**

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✓ **Add categories to all 150 online stores at the touch of a button**

RESULTS

The client gained the following benefits:

✓ Client can instantly look at the dashboard and identify which particular flow or component is creating issues

✓ They can view individual transactions to see actual payloads and error/exception details from the common dashboard

✓ Client can rectify identified issues using Royal Cyber Monitor Pro built-in scripts.

✓ Increase in conversion up to 114 percent.

✓ One of the greatest benefits of IBM WebSphere Commerce was that the client did not have to re-invent the wheel to roll out new services.

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ABOUT US

Royal Cyber Inc. (HQ: Naperville, IL) is a leading software organization that provides services ranging from application development and deployment to training and consultancy.

Having operations in nine countries and over 1000 domain specialists, Royal Cyber is an award winner under numerous categories for global IT implementations across industry verticals.