

## Case Study

### » Company Background

- **AROMATIQUE... Creator of Decorative Fragrance** has been in business for over twenty eight years.
- **AROMATIQUE...** Manufactures decorative fragrances, oils, room sprays, candles, bath products, decorative containers and accessories.
- Products sold in 7,000 gift shops and major department stores in the United States and Canada. Over 250 employees work for the company on an annual basis.
- Aromatique facilities encompass areas covering a total of 400,000 square feet.

### » Business Problem Case

Previously Aromatique was using WebSphere Commerce 5.6.1. The website's response time was very slow and the design of the website was not attractive and did not reflect the quality of the product they were selling. Additionally, Aromatique products were not placed in high ranking within popular search engines and were not able to utilize the marketing features available in WebSphere Commerce. After analysis, our team recommended them to migrate, their old version (WebSphere commerce 5.6.1) to new (WebSphere Commerce 7.0) along with new design of the website. Using the new WebSphere Commerce 7.0 we helped Aromatique to retain existing customers and make new customers by using the different functionalities available in WebSphere Commerce such as Web 2.0 (scrolling e-marketing spot, faceted search, Mini shop cart, and quick info), Store Locator, Precision Marketing, Search Engine Optimization (SEO), and Gift Registry

Migration activities performed on the store

- Created new Production, Staging Environment of WebSphere Commerce 7.0
- Migrated Database from DB2 8.1 to DB2 9.5 and made compatible with WebSphere Commerce 7.0 store
- Migrated custom code from WebSphere Commerce 6.0 to WebSphere Commerce 7.0

New features added in the store

- Store locator with Proximity Search, integrated with Google Maps API
- Gift Registry Integrated with WebSphere Commerce
- Web 2.0 features such as scrolling e-marketing spot, Faceted search, Mini shop cart, and quick info.
- Improved search engine optimization by utilizing WebSphere Commerce features (Keyword Optimization, Sitemap, Url Re-Writing)
- Integrated WebSphere Commerce 7.0 with PayPal Payment Service Provider.

A nuance of floral fragrances and an array of colorful wildflowers!



### » Benefits of WebSphere Commerce 7.0

WebSphere commerce 7.0 technological advanced and enmesh with new advance features which is highly recommended in this highly competitive e-commerce business.

- WebSphere commerce 7.0 provides high performance interactive Web 2.0 presentation with support for multi-channel platform (Web, Mobile, Kiosk, Cross-channel precision marketing etc.)
- WebSphere commerce 7.0 helps increase sales and customer's trust with Built-in features like Social Commerce, mobile commerce, and improved Marketing.
- WebSphere commerce 7.0 available for multiple business models like B2C, B2B, Supply and Demand chain

#### Customization and integration with external applications

External systems integration is a key feature of the WebSphere Commerce solution

Integration is supported for

- Customers by multiple channels
- Back-end systems within the enterprise
- Partners and suppliers
- Business user tools (WebSphere Commerce Accelerator, Management Center and Sales Center) can also be customized

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### » Solution Process (IBM WebSphere Commerce7.0)

#### Website design

- ✓ Created new and modern website template
- ✓ Slice templates into HTML
- ✓ Integrate Design with WCS shopping Solution

#### Migrate WebSphere Commerce from 5.6.1 to 7.0

- ✓ Install and configure new staging and production environment
- ✓ Install new database
- ✓ Perform and validate migration
- ✓ Install Fix Pack 1.0 for WCS 7.0
- ✓ Install Feature Pack 1.0 and enable required features
- ✓ Maintain existing site customizations and perform new required customizations

#### Install Gift Center for Madisons Store

- ✓ Enable Gift Center
- ✓ Install and Publish Gift Center starter store
- ✓ Perform design and logic customization

#### Store Locator

- ✓ Integrate with Google Maps API
- ✓ Enable Proximity Search
- ✓ Enable Driving Directions

#### Additional Features

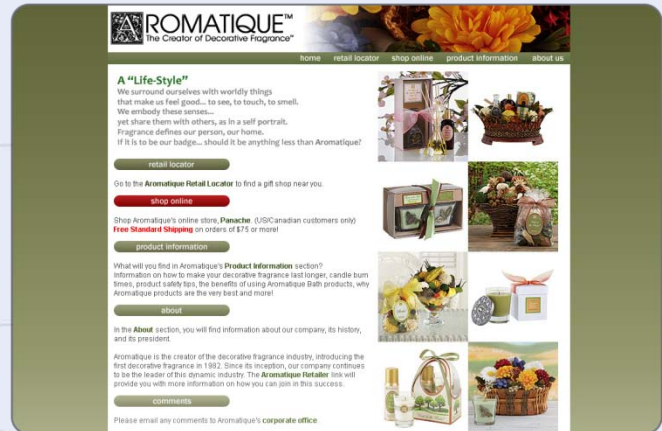
- ✓ Make Madison Store as default Store with web 2.0 features (scrolling e-marketing spot, Faceted search, Mini shop cart, quick info)
- ✓ Enable features including multiple wish lists, digital wallet and coupon, browsing history, and ranking list.
- ✓ Configure emails

Created new ESpots/ Content-Spots, campaigns and promotions

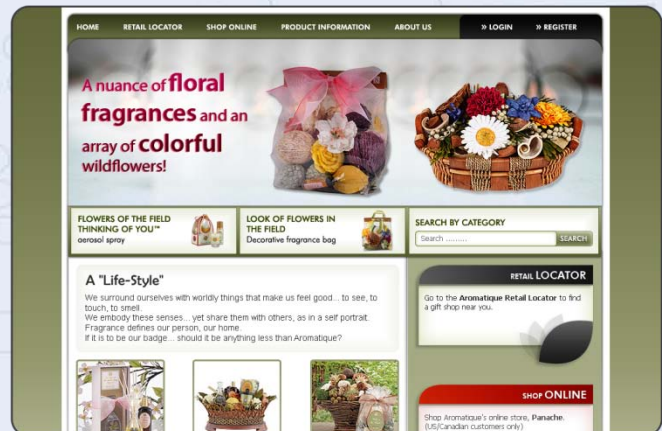
### » Key Technologies used

- WebSphere Commerce 7.0 Madison Store
- Gift Center for WebSphere Commerce
- WebSphere Application Server 7.5
- Rational Application Developer
- Rational Team Concert
- Mantis Bug Tracker
- SharePoint

### » Old Website Design Template



### » New Website Design Template



### » Achieved Project Milestones

Migration of WebSphere commerce 5.6.1 to WebSphere commerce 7.0 with new website design enabled the following benefits.

- Improved website's response time with optimal performance, and high availability.
- New attractive website design tempts customers to stay long on the website for the purchasing and help them to complete the buying process with minimal time.
- Store Locator helps customers locate nearest store and reserve products in the store.
- Precision Targeted Marketing features helps Aromatique business users to retain customers.
- Hits on the site have more than doubled after utilizing Search Engine Optimization features.
- Ability to launch new features such as Mobile and Social commerce.