

SmartWorks

Client	Project
SmartWorks	Collaborative Commerce Solution
Abstract	
With more than 300 brands, five billion consumers in 140 countries and more than 300 web sites across the globe, SmartWorks required a collaborative commerce solution to facilitate effective global brand management and provide easy access to online customer management.	



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SmartWorks is a Fortune 50, Consumer Goods Company with more than 300 brands, five billion consumers in 140 countries and more than 300 web sites across the globe.

Due the multinational structure of their corporation and the breadth of their product offerings, the client required a sophisticated engine to manage their e-Business needs covering e-commerce, eCRM and SCM. The challenge was to develop an engine with reusable commerce components built upon the ATG Dynamo platform. This would allow SmartWorks to quickly develop and deploy Business-to-Consumer (B2C) portals to sell and manage the lifecycle of their various brands.

Challenge

The challenge for Infosun was to develop and deploy an e-Business platform with reusable commerce components. This would allow SmartWorks to extend their e-Business capabilities throughout the organization without requiring continuous development efforts. The client formed a partnership with Infosun to:

- Standardize their e-Business architecture and centralize the monitoring of customers
- Develop an engine with flexible and robust architecture
- Provide Access Control and Single Sign-on
- Build services for maintenance of unique, global user profiles across all the websites
- Facilitate the typical e-commerce activities such as online marketing, personalization needs
- Facilitate the administration and maintenance of online orders, customer accounts through an admin interface

Company Profile

Infosun is a product development outsourcing provider. Our aim is to help our clients launch innovative products and solutions faster than their competitors. Companies partner with InfoSun for our development facilities, wide-ranging design expertise, and comprehensive intellectual property portfolio.

Whether the project is designing a new product, revamping an existing product to cut costs, or redefining your development process, Infosun provides each client with a timely and cost-effective solution. In addition to our own intellectual property, we provide a full range of engineering capabilities necessary for complete product management and development.

InfoSun Solution

ATG Dynamo's platform products were selected as the underlying architecture for the SmartWorks solution. The ATG products are tightly integrated and include, the Dynamo Application Server, the Dynamo Personalization Server, and the Dynamo Commerce Server. The ATG products allow SmartWorks to deploy solid applications quickly, plus the features of the various servers provide tightly integrated performance and availability measures, plus extensive market segmentation capabilities to personalize online offers and transactions to individual SmartWorks customers.

To complement the ATG product set, Infosun designed and developed the SmartWorks engine to serve as the foundation for all their collaborative commerce requirements and their Business-to-Consumer (B2C) portals. SmartWorks engine is based upon the latest J2EE specifications, and employs as suite of reusable components.

Project Results

Through their partnership with Infosun, SmartWorks was able to deploy a collaborative commerce engine built upon the ATG Dynamo servers. These servers supplied the foundation as well as the performance and availability requirements of Smartwork's e-commerce business.

Infosun complemented the ATG platform by launching various portal applications for SmartWorks. Furthermore, Infosun's development efforts provided SmartWorks with a number of reusable components that can be used to build future sites, adopt online marketing strategies, and reduce the costs associated with future rollouts.

The combination of the ATP Commerce and Scenario servers with the SmartWorks engine designed by Infosun created a robust retail environment. It ensured a secure online transaction and personalized content. Furthermore, it was designed in such a way that it supports flexible integration of online retail outlets with any of the physical warehouses around the globe. Full-fledged tracking facilities are embedded into the engine for easy tracking of online orders, keeping customer experience as the first priority.

Altogether, SmartWorks now has a robust e-Business architecture to support their large customer-base and extensive brands in a global marketplace.

Tools and Technologies

- ATG Dynamo 5.1
- JDK 1.2.2
- JSDK 2.0
- Oracle Server 8.1.6
- Windows NT Server
- Solaris 7.0
- Rational Suite: Rational Site Check, Rational Robot, Rational Test Manager, and Rational Test Administrator.
- Optimize IT

ATG E-Business Platform

The ATG e-Business Platform provides a flexible framework on which to build rich customer-facing, self-service applications. Our e-commerce, portal, and relationship management applications enable you to use your existing enterprise knowledge to continually improve customer interactions and business processes. The result? Greater customer satisfaction, reduced costs, and increased revenue.