



IBM



SYNERGY

ADVANCED  
SOLUTIONS  
& TECHNOLOGY

# Retail Portal

## A Synergy Case Study

# Overview

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- About the Client
- Business Requirements
- The Solution
- The Benefits
- Next Steps



# About This Client



- Discount Variety
- Listed on the ASX
- 105 Stores
- 2300 – 3500 Employees
- Trades in NSW, ACT, VIC, SA and QLD
- IT Budget about 2% of sales
- IT Department has 10 employees



# The Business Requirement

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## Objective

- Decrease costs, improve productivity and enhance customer service through a centralised communication system.
- Provide more effective staff and inventory management processes.
- Make a complicated back-office environment easier to support and manage.
- Bridge the gap from the back-office to the store shelf with wireless devices.

## Strategic Direction

- Managing Director mandates a centralised direction, local execution model



# Why?

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## Operations

- Better controls over staff, better ways to inform, collate and disseminate information
- Less communication channels
- Provide information from Head Office systems to the shelf edge to improve decision making
- Provide Area Managers/Store Managers with timely access to Head Office information (email, store wages, store performance etc)



# Why Portal?

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- Portals are a natural fit for multi-branch organisations
- Consolidate multiple applications onto a single platform
- Abstract the complexity of diverse systems from the user
- Support for multiple devices

# Why WebSphere Portal?

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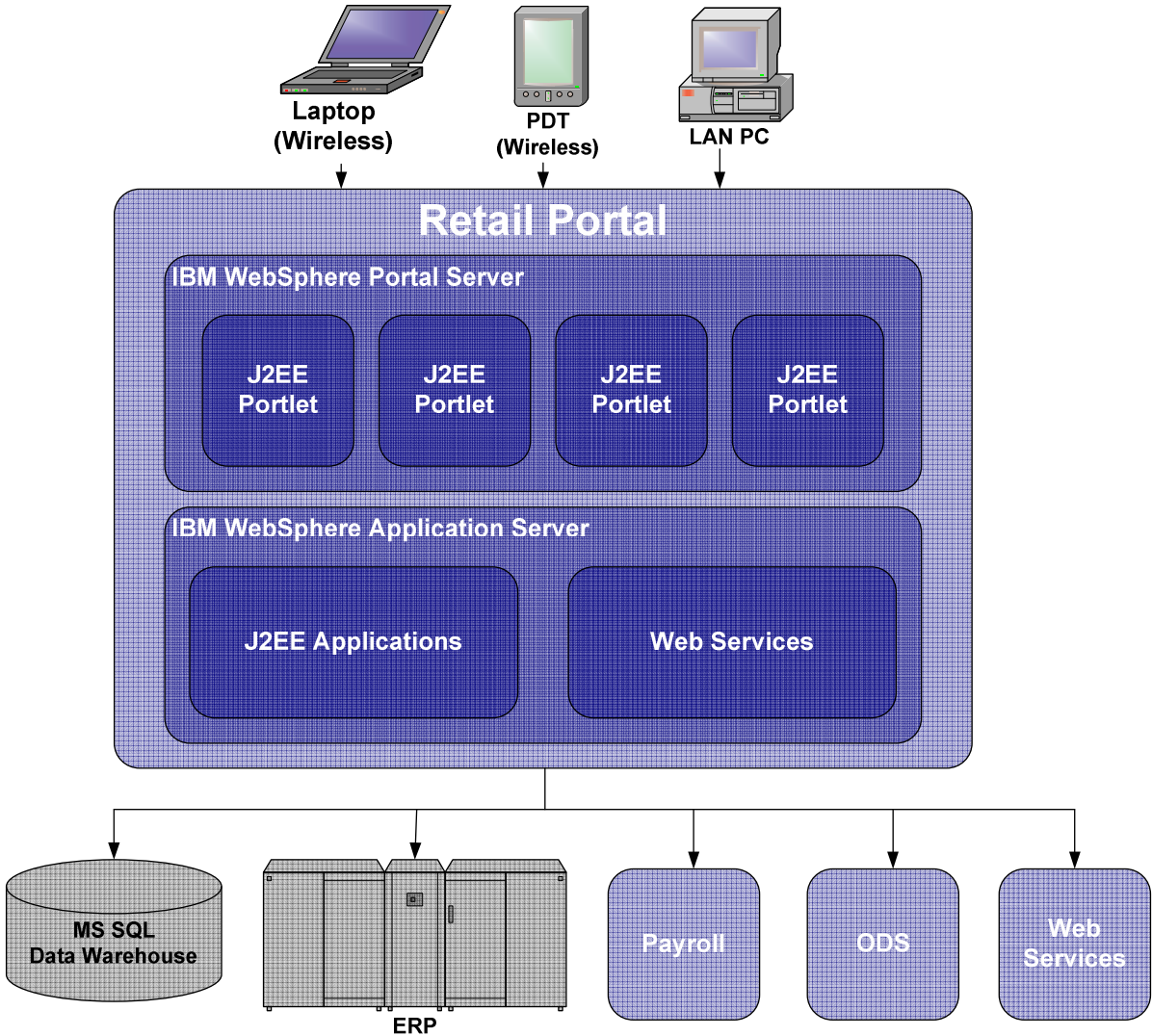


*“We were impressed by how easy WebSphere Portal – Express was to deploy, use, manage and maintain”*

*“We compared it against Microsoft SharePoint® Portal. While the Microsoft product looked sexy, we had no doubts that WebSphere Portal – Express would perform to our expectations.”*



# Implementation





# Implementation Challenges

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## Business

- Caters for various store user groups – Store Staff, Area Managers, Loss Prevention Auditors, IT Support Staff
- Process rather than data centric
- Usual change management issues

## Technical

- Initial effort into user interface concepts and standards.
- Vendor mix (IBM Java product running on Microsoft OS and database)
- Wireless network security and reliability
- Designed for supportability



# Solution Benefits



## Strategic

- We have a platform that fits neatly into the strategic direction of the business and the IT strategy

## Other

- Improved decision making
- Consistent execution across the chain
- Allows the company to grow without a linear increase in costs
- Improved supportability

## Quotes

*“Customers continue to pay the low prices they expect, but they don’t have to compromise on the quality of their shopping experience.”*

*“Having the ability to roster staff according to business demands has had an enormous effect on employee productivity,”*



# Future Direction

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- Management of recruitment, induction, training and termination
- Roster and wages management
- Task allocation to individuals via a kiosk
- Smart cards for authentication

## Quotes

*“We expect to see big savings once Phase two is in place, including reductions of up to \$2,000 a store in back-office IT support costs.”*

*“With more than 100 stores, that’s a saving of a couple of hundred thousand dollars.”*



# Portal To Become “The Platform”

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*“Our competitors in Australia haven’t invested in this sort of technology.”*

*“In the US, portal-based retail operations systems are the next big thing. The system gives us a competitive advantage in cost control and productivity.”*



# What Synergy Provided

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- Process oriented Modeling and Design
- Specialist Portal and WBI specialists
- Custom Portlet Development
- Configuration and Integration



# Synergy Portal Solutions



- Finding ways to realise the benefits for our clients
- Specialists in implementing portal solutions
- Deep technical experience with WebSphere Portals
- Proven ability to deliver over many industry segments
- Dedicated product specialists across the following;
  - WebSphere Portal
  - Rational Development tools
  - Workplace Solutions
  - Web Content Management
  - DB2 Information Management
  - Workplace Forms

The image shows a screenshot of a 'Brokerage Account Application' form from Mountain-Sure Investments. The form includes fields for account type, applicant information, and contact details. A flowchart overlay indicates the application process, with states like 'Application Requires Docs', 'Application Needs No Docs', 'Approving Principal Signature Enabled', and 'Unsigned'. Below the form, there is XML code for an applicant record, and at the bottom, there are images of documents, including the 'Bylaws of the American Institute of Organizers'.

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</address>  
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</employer>  
<name>Purvis</name>  
<occupation>Doctor</occupati<  
<address>  
</address>  
</applicant>
```



# Thank You



## Special Offer – ½ Day Workplace Forms Workshop

For further information, please  
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