

## **Increasing Productivity and Sales with Multi-Channel Retailing** *Accelerators - Part 2*

In a rapidly changing marketplace, companies that can efficiently offer a wide range of products through multiple sales channels stand to gain significant competitive advantage.

Global Retail Products used the IBM WebSphere portfolio to build a robust infrastructure that was able to support the company's varied enterprise processes and allow it to rapidly bring new products to market.

GRP began by deploying WebSphere Commerce as the central control point for both its retail and wholesale processes. This helped simplify the management process by supporting multiple stores on a single infrastructure. The company used WebSphere Commerce to launch and manage a retail Web site containing its entire product suite. For its wholesale operations, WebSphere Commerce provided a master catalog from which the company could create specific views for each vendor and distributor. Individual business partner Web sites could be deployed in a matter of hours—without the involvement of the IT department.

The company used WebSphere RFID Premises Server to manage the RFID readers in each store and transmit the information back to headquarters, where it was received by the WebSphere RFID Event Server. This allowed the company to better manage inventory and to seamlessly unify its in-store channel with its web channel.

The company deployed WebSphere Product Center — a management tool that helps manage product profiles—to eliminate inconsistent product and price information. WebSphere Product Center gave the company the means to accept product change information from vendors and provided a controlled environment in which specification and price discrepancies could be identified and resolved. At product launch, WebSphere Product Center was able to send complete product profiles directly to WebSphere Commerce, ensuring that the online store had up-to-date pricing and product details.

Next, the company focused on integrating WebSphere Commerce with its existing third party order management application. The team employed WebSphere Business Integration Message Broker to connect the two systems and enable bidirectional message conversion from the WebSphere Commerce format to the native format required by the third party software vendor. Finally, GRP used WebSphere Business Integration

Connect to securely transmit online customer credit applications to an external credit scoring service.

By managing its product information from a single, easy to use control point, Global Retail Products was able to quickly and efficiently respond to new market opportunities and challenges.

IBM's Business Integration Reference Architecture is the technical framework that provides companies the ability to bridge multiple systems spread across the entire enterprise. Because its components are modular, implementation can start small and grow to cover all of a company's integration needs.

If you'd like to learn more about solving your business integration challenges, ask IBM to schedule a free Business Integration Architecture Workshop with an IBM Business Integration Solution Specialist.