

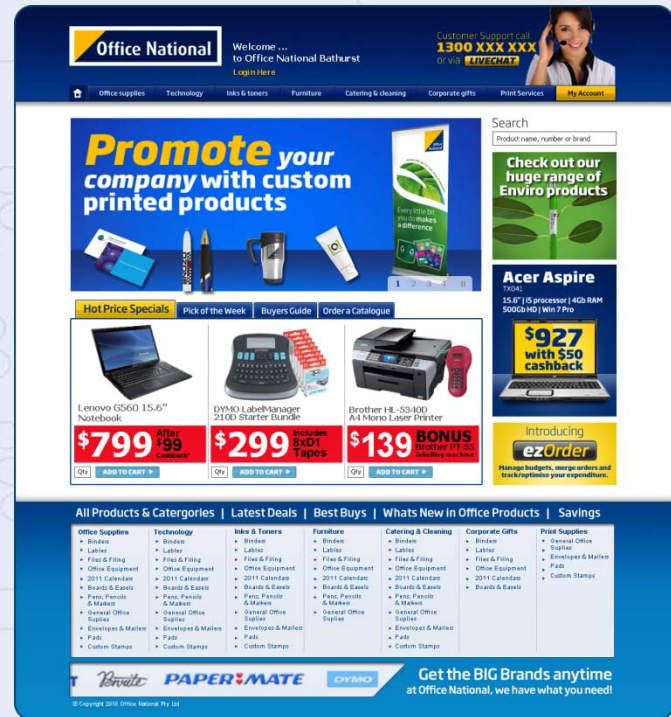


» Company Background

- **Office National** is an Australia's largest independent office products group, spread over 170 outlets.
- **Office National** not only supports major brands, but also offers their own range of office products.
- **Office National** IT products are at the leading edge of technology including the latest in computer hardware, software, and networking solutions.
- **Office National** has over 1150 employees who operate extent to 170 metropolitans and regional locations and delivering exceptional services to their customers.
- **Office National** websites are based on both B2B and B2C, to interact with their customers based in Australia and New Zealand, they have built respective website for better communication with the regional customers.
- Succession to their proven growth in business, they will soon be launching new **Office National** Website for South African region.

» Business Needs

- To implement easy to use Store Locator for visitor's/client's convenience.
- To improve the existing infrastructure to provide failover support, and proper testing and development environment.
- To resolve current issues in the Production Environment and make the environment stable.
- To improve site performance by Migrating the Database from unsupported version DB2 8.1 to DB2 9.5 and applying operational data cleanup activities.
- To increase sales launch new stores for New Zealand and South African region and improve navigation, look and feel of the stores.
- To gain available new market share and become market leaders by providing better buying experience for their customers.
- To install and configure a middleware to share catalog, invoice, contract, and image information among their various applications.



Office National's private label range has been developed over time with rigorous product evaluation and quality benchmarking that, put simply, we are proud to put our name to.

» Key Technologies Used

- WebSphere Commerce 6.0 Extended Sites
- B2B and B2C business models
- WebSphere Application Server 6.0 ND
- Rational Application Developer
- JBOSS ESB
- DB2 9.5



» Solution and Achieved Project Milestones

➤ Store Locator Integration for Simple Navigation

Store locator is integrated with every stores of the office national, so that visitors can find out the nearest store located to their location. It is integrated with Google maps API which makes easy for visitors to get to the nearest location and complete the shopping process

➤ Store Locator Interface & Functionality

Now it is very easy for visitors to access location of Office National stores after the Integration of new store locator.

Now the visitors only need to follow the following steps to land to their desired stores.

1. You need to select your desire product; you want to buy "Type of Store" for e.g. **Toys, books**.
2. In order find nearest location of the store all you need is to select the distance range, which is shown in kilometers, from the "Within" dropdown.
3. Then you need to select your State, form the dropdown.
4. In the last you only need to type your "zip code" or "Street address" on the respective mentioned field.
5. When you will click on the "Go" button, it will show you all the stores in that selected distance range, now you can easily make purchases online.

When you will select any of the mentioned stores, it will show you more details about that store. For e.g. its opening and closing hours, address, phone number, fax number, its directions from your current location etc.

➤ Steps Taken to Enhance System Performance

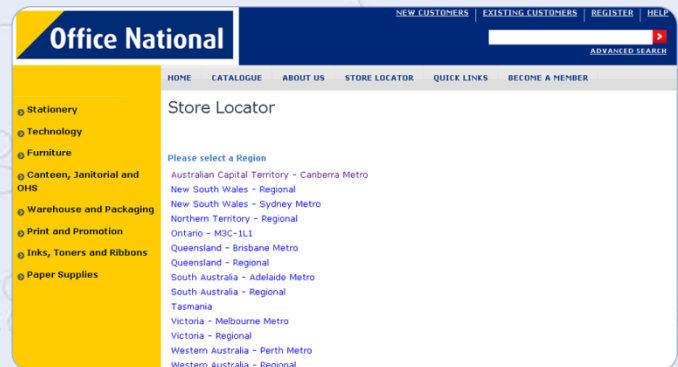
- Implementation of Load Balancer, WAS Clustering, and Database Migration helped totally reduce downtime of the website during busy hours and ultimately improves the performance of the website.
- New attractive website design tempts customers to stay long on the website for the purchasing and helped 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 and custom promotions help business users to retain customers.
- Numerous visitors have been increased and hits on the site almost doubled after utilizing Search Engine Optimization features.
- Scripts to automate the deanup of Operational Data help reduce potential future performance and downtime risks.

➤ (In Process) Activities in Collaboration with WebSphere Commerce Gurus

- ESB integration with WebSphere Commerce will help update all applications including WebSphere Commerce in a timely manner.
- Become competitive by Migrating All Australian and New-Zealand stores to WebSphere Commerce 7.0 environment.
- Become Market leaders within Office Products domain by adopting Web 2.0 feature rich starter stores such as Elite and Madison for their B2B and B2C model stores.
- Increase Sales by starting new stores within South African region
- Since Office national visitors have been increasing very fast, now it has become very difficult for them to manage the entire infrastructure independently, therefore our outstanding performance impressed them to hire us for

Providing 24/7 support for their development and infrastructural environment for better performance.

» Before Integration



» After Integration

