



Case Study

»Client's Introduction

360training is a market leading provider of compliance and workforce e-Learning solutions (training courses). 360training located in Austin, TX, services over 1500 e-learning partners who together have trained more than 3 million users worldwide. In order to become a 360training e-learning partner, a company needs to fill a registration form with company and industry information. Once the application is approved by a 360training personal, authorized partners receive a branded virtual university portal customized with courses from the existing 360training catalog based on reseller industry. The courses and portal are fully hosted and supported by a live 24x7 help desk. Value Added Resellers (VARs) are appointed with dedicated channel manager consultant to assist with sales and business plans to achieve growth of online course sales.

»Business Problem

Currently all the reseller portal Web sites are created, customized, and maintained by the 360training Information Technology (IT) Department. So for example when a company called Agent Campus got their registration approved to become a VAR, the 360training IT department created a customized portal with preferred courses on the preferred domain. Using this individual portal Web site the Agent Campus management and marketing team can focus customers/students in a specific demographic. For any changes in the current portal Web site the VARs need to pass the requests to the 360training IT department. A student can register and create login information in any of the different VAR portal Web sites. But if a student needs to register and buy a particular course, he/she is redirected to the 360training Web site. Due to this all VARs are forced to sell the courses at the same price. In some demographic locations these prices are too high and in some demographic locations these prices seems too low.

Because of this the company is losing revenue due to loss of students and loss of profits due to low tuition. Also all the student, reseller, contract, and order information is stored in a centralized database. This centralized database is also used by the LMAS application and the LCMA application. This LMAS and LCMA application is used by paid registered students to take their online registered class.

As the numbers of VARs are constantly increasing, it is extremely hard for the 360training IT department to create, manage and support all the VAR e-learning portals. Some of the updates which are frequently asked by VARS are putting seasonal promotions, updating catalog, and changing design of their respective e-learning portals. **Due to high demands of these requests, the IT department usually exceeds the deadline resulting in loss of customers and revenue for both the VARS and also the 360training company.**



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» Proposed Solution

Due to their growing needs and market demands, 360training is looking to upgrade their ecommerce infrastructure to an enterprise level solution. This solution should allow VARS to create, manage and update their Web sites by themselves with easy to use GUI interface. In addition the VAR should be able to customize their portal site catalog, add new categories, change prices of the new categories, apply promotions etc. In order to create a system to meet these requirements, one of the option is to use a Web sphere Commerce Extended Site store and customize it to meet the specific requirements.

Extended sites in WebSphere Commerce allows an enterprise seller to extend existing data assets and to manage a large number of sites. With this capability, a single infrastructure can satisfy the needs of customers targeted by different marketing sites. Each extended site can inherit some or all of the data from the various asset stores, and can add other data specific to the target customer audience served by this site. You can create, customize, and target extended sites for the appropriate geography, brand, market segment, or large enterprise customer. The extended sites infrastructure allows the seller to implement multiple go-to-market strategies, leading to increased sales and improved customer loyalty. This significantly reduces operating and administration costs. With this combined impact of reduced cost and improved market reach, a selling enterprise has significant competitive advantage over sites built with prior technology.

Even though about 50 - 60% of 360training requirements will be fulfilled with the deployment of commerce extended site store, it will still require configuration and customizations to be able to Go Live. For these Websphere Commerce related development 360training contacted WebsphereCommerceGuru a subsidiary of Royal Cyber Inc. to provide a complete E-Commerce solution using WebSphere Commerce.

Below are some of the tasks by which WebsphereCommerceGuru helped 360Training to succeed in this project: The proposed solution helped 360training increase their revenue by about 50% and help secure more resellers.

»Environment Setup

Development Environment

Server – Clustered Environment

»Catalog Management

Connect WebSphere Commerce with an external Catalog management Server

»Reporting

Create new store level and admin level reports



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»Integration

Helped Integrate Customer and Order information with Learning Management System and Order Management System

»Promotions

The following types of promotions were required in the proposed solution

- i) Discount Code
- ii) Product level
- iii) All you can eat
- iv) Corporate billing discount

»Payments

Integrate WebSphere Commerce with Cyber Source Payment Service Provider and PayPal.

»Single Sign On

Create Single Sign-On functionality of WebSphere Commerce with other external applications.

»Shipping

Allow functionality to Create Shipping Rates and set carriers for different stores

»Storefronts

Created about a dozen different storefronts with different look and feel.