

At a Glance

INDUSTRY

Stationery

LOCATION

Australia

USE CASE

To deliver a national online retail storefront.

CHALLENGES

Client had the challenge to monitor the business transactions.

SOLUTION

Royal Cyber Monitor Pro was really instrumental in helping the client to identify and fix the transaction issues. WebSphere Commerce solution helped the client's every member to connect with customers via their own website, delivering deep insight into customer preferences.

End to End Business Transaction Monitoring for IBM Middleware

About The Client

The client is an Australian network of independent office supply stores. With more than 150 members and an annual revenue of approximately USD380 million, the company offers its members economies of scale to increase their buying power, marketing resources and brand recognition.

Business Challenges

- Client wanted to be able to get an overall view of transactions flowing in two directions i.e. from IBM WebSphere Commerce – **IBM Integration Bus** – Backend ERP and vice versa.
- Client aim was to deliver a national online retail storefront and believed that online retail presence was critical to their business.
- Client was seeking a single platform that can support multiple brands

Our Approach

Considering the client challenges, Royal Cyber with the help of IBM WebSphere Commerce extended site functionality achieved client's aim to provide a national online retail storefront and is now capable to craft individual storefront for 150 separate businesses.

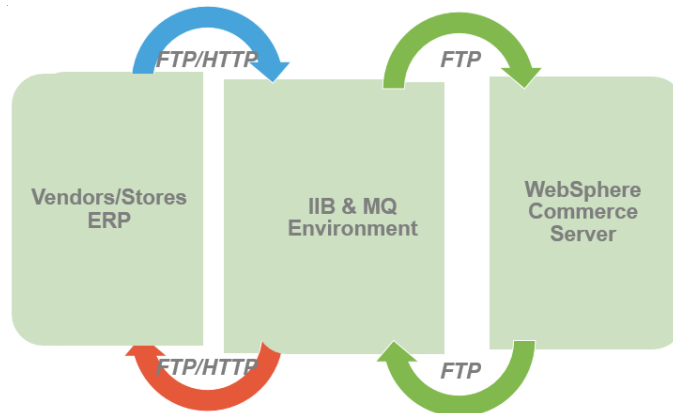
The client can now run numerous promotions and provide most up-to-date catalogs to the customers and give them marketing spots which can be supervised by individual dealers to offer marketing promotions on their storefronts.

- IBM Integration Bus was used to connect WebSphere Commerce with all the businesses (ERPs/Stores) using SOAP Web Services and FTP based Integrations.
- Royal Cyber deployed **Monitor Pro**.
 - Based on IIB event flow generation mechanism, database and front-end monitoring web application.
 - Virtually no overhead on IIB server as all processing for monitor pro is on separate server

BUSINESS SCENARIOS

Price Update
Catalog Update
Purchase Order
Image Upload
Invoice Upload
Contract Update

Today, each member interacts with customers through their website, delivering deep insight into customer preferences.



Key Takeaways

- ✓ Substantial reduction in business transaction issues due to Monitor Pro
- ✓ Boosting conversion by up to 114 percent
- ✓ Add categories to all 150 online stores at the touch of a button.

RESULTS

The client gained the following benefits:

- ✓ Client can instantly look at the dashboard and identify which particular flow or component is creating issues
- ✓ They can view individual transactions to see actual payloads and error/exception details from the common dashboard
- ✓ Client can rectify identified issues using Royal Cyber Monitor Pro built-in scripts.
- ✓ Increase in conversion by up to 114 percent.
- ✓ One of the greatest benefits of IBM WebSphere Commerce was that the client did not have to re-invent the wheel to roll out new services.

ABOUT US

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Royal Cyber Inc. (HQ: Naperville, IL) is a leading software organization that provides services ranging from application development and deployment to training and consultancy.

Having operations in nine countries and over 1000 domain specialists, Royal Cyber is an award winner under numerous categories for global IT implementations across industry verticals.

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