



CASE STUDY : METRO AG GMBH
ECOMMERCE APPLICATION

Client: Metro AG GMBH	Country: Germany
Industry: Retail	Status: Completed
Solution Area: B2C Ecommerce	

Company Profile

METRO is the 3rd largest retailer of the world dealing in a large variety of goods. Dayconomy is the global service portal for catering to traders and hotel trade and all the required information is available with the simple use of a mouse-click. The portal brings different product partners under one roof to enlist their wide category of goods. There are a number of product partners such as CC Schaper, Metro 24, Contacto, WMF etc who provide the site with their products. This assortment of Dayconomy covers 15,000 high-quality articles.

Project Brief

The project was awarded by Metro AG to IBM Germany with McKenzie participating as consulting partners in the entire project.

The projects required covering the entire width of the requirement of modern catering trade and hotel trade operations. Therefore a shopper/user can find anything that he wants to buy from the site. The site also provides some other facilities in collaboration with external partners such a mail, travel information etc.

With a sizeable demand for developers highly skilled on Web Sphere Commerce Suite, Web Sphere Application Server and Java Skill sets, the job of supplying able developers was entrusted upon IBM India. WDC being a partner of IBM was sub contracted to provide technical professionals who have earned WDC much acclaim with the successful implementation of the vastly challenging project.

Key Issues

The key issue in this project was managing a project on e-commerce, with skilled developers which would enable sale of their product online and have named it as Metro Online AG. The project was of considerable size and needed time to finish.

Solutions Overview

The WDC Team constituted of the core WCS Team taking care of the entire shopping process of dayconomy. This primarily comprised of customising the entire shopping flow, customising Net.Data macros, integrating macros with user interface and also integrating the WCS system with the other backend and legacy systems running at Metro AG. The team also constituted of a team leader who

participated in mapping defined business processes to customisation & implementation. The WDC team also had members in the backend catalog team who were responsible for populating and maintenance of the entire catalog served at the Dayconomy online shop.

Technology Specifications

The applications were developed using the following technical specifications.

Key Components	
Software Details	<ul style="list-style-type: none">• Commerce Server: Websphere Commerce Suite 4.1.1• Application Server: Websphere Application Server 3.02• Database: Oracle 8i• Web Server: IBM HTTP Server• Languages: Net.data, Java• Platform: AIX (RS 6000 SP Series)• File System: AFS• Load Balacing: WebSphere Performance Pack• Caching: WebSphere Cache Manager

For more information, visit our website at: www.wdc.in