

## IBM WCS Mobile Web Storefront Implementation

### CLIENT

Brazil's leading retailer has multiple merchandizing channels such as physical stores, online store, mobile applications etc. Incesol have been helping client to implement their multichannel Omni-commerce strategy since 2013; responsible for designing, developing, integrating and supporting the various solutions that optimise the client's ecommerce website shopping experience across physical stores, web and mobile store.

### CHALLENGES

The current trend in online shopping has made retailers targeting customers wherever they are, whichever device they are on, rather than being restricted to a traditional desktop. This allow customers to access online store via a mobile client to make the shopping experience easier and more pleasurable—whenever and wherever they choose to shop. Hence, the client was looking forward to identify a right ecommerce tool to overcome the below following challenges:

- To enable integration with core business systems.
- Implementation of multiple ideas on merchandising.
- Loading voluminous quantities of data and images into product catalogue.
- The platform should focus on delivering high performance search quality while data retrieving.
- URL specific online store targeting multiple mobile browser and to be independent of O/S, resolution & dimension.

### About Incesol

Established in 2011, Incesol Inc is a leading service provider of outsourced software development firm in the arena of SAP, Enterprise ecommerce, Mobility and Application Development services. With our headquarters located in Charlotte, North Carolina and the global development facility in Hyderabad, India, we offer both onsite and offsite/offshore project delivery models.

### Global Headquarters

Incesol Inc.  
18409 Lilliesleaf Glenn Ln,  
Charlotte, NC 28277  
Tel: (704) - 464 - 6994

### Global Delivery Center

Incesol Software Services Pvt. Ltd.  
H-No-564/A-30, MLA Colony, Road No-12, Banjara Hills,  
Hyderabad – 96, Telangana, India  
Tel: +91-40-40161177

## MITIGATION

- Development of common Interface for multiple mobile browsers regardless of the operating system.
- Target environment was based on IBM Web Sphere commerce suite.
- Modern user interface and user friendly navigation for attracting customers.
- Migration of IBM WCS feature pack to latest version.
- Implemented SOLR search engine for faster access.
- Integration with multiple e-payment processing system.
- Provided integration with various ways of merchandising based on strategy.
- Automated scheduler for loading large volumes of data and images using data load utilities.

## RESULT

By choosing IBM WCS platform mobile storefronts, helped the end customer to browse online catalogue, conduct side-by-side product comparisons, receive personalized marketing and promotions, complete transactions, obtain store location information, and access an accurate view of orders and inventory availability without downloading the Mobile App.

- This helped the client to target customers segment that prefer to experience the online shopping without downloading the mobile application.
- Agility in the online purchase with an increase in online traffic.

## TECHNOLOGIES SUPPORTED

IBM WebSphere Commerce Suite(WCS), Web Services, DOJO, JQuery, AJAX, Java script, CSS, HTML, XML, XSD, XSLT, Java , J2EE, Struts, JSP, EJB, Java Mail, JMS, JAX-RPC, Open Laszlo and Oracle DB.

### Global Headquarters

Incesol Inc.  
18409 Lilliesleaf Glenn Ln,  
Charlotte, NC 28277  
Tel: (704) - 464 - 6994

### Global Delivery Center

Incesol Software Services Pvt. Ltd.  
H-No-564/A-30, MLA Colony, Road No-12, Banjara Hills,  
Hyderabad – 96, Telangana, India  
Tel: +91-40-40161177