

CASE STUDY



ASICS America – B2B Web Site Solution

ASICS America engaged Partners Consulting to design and develop a Business to Business (B2B) web site using IBM's WebSphere Commerce solution. The resulting web site allowed Asics America's B2B customers, such as Road Runner and Big 5, and Asics customer service and sales representatives to execute product orders using a self-service web interface.

Our Solution

The site provided two-way integration with an existing IBM iSeries back-end system using WebSphere MQ. Major data stores within the iSeries application were mapped to their corresponding structures in Commerce. This includes the following:

- Buyer organization information.
- Product catalog information.
- Pricing information (using Commerce contract framework).
- Inventory information
- Order status information.

The site provided multiple user interfaces for order entry:

- Rapid Order Entry interface for Customer Service Representatives and experienced buyers who are familiar with product content.
- Catalog-browsing interface for the less experienced buyer who needs guidance to select the desired products. The catalog-browsing interface was implemented using the standard catalog search features of Commerce.

The site provided multiple catalogs (for example, seasonal catalogs) to allow the user to select items from a particular sales catalog. Multiple warehouses were supported using Commerce Fulfillment centers. Actual order fulfillment was managed in the existing iSeries application. The site provided the ability for buyers to enter returns using the Return Merchandise Authorization function of WebSphere commerce. The standard WebSphere Commerce email features were used for email communications with buyers.

