

## **Case Study on the Implementation of WebSphere Commerce at O2, Ireland.**

### **Client Description**

O2 Ireland is a leading mobile communications provider in Ireland. The company is a wholly owned subsidiary of O2 plc, which is listed on the London and New York Stock Exchanges and also operates in the UK, the Isle of Mann and Germany. The O2 group has 20.7 million customers and some 12,000 employees. O2 Ireland revenues for the year ended 31 March 2005 were € 720 million.

### **Business Challenge**

O2 required a fully featured Webshop integrated with their global website. This Webshop is to offer all phones, accessories and PC-cards for sale over the web. The Webshop needed to order processing, shopping baskets and other features for marketing pricing and content management. In addition to this, the Webshop also needed to be integrated with the customer global product database for replication of product information and real-time content updates.

### **Reason for choosing WebSphere Commerce**

The solution to the business challenge was to utilize WebSphere Commerce, which provides:

- A highly flexible replication model to roll-out to different markets (identical stores but customisable product management; order management; promotions; discounts; marketing campaigns; taxes & charges; 'store front' design; etc)
- A common business flow but fine-grained administration and maintenance control (both at global and various local levels)
- A single central accounting functionality which deals with variation in credit card functionality, currency & tax.

### **How Cnetric Helped**

Cnetric assisted O2 in a greenfield out-of-the-box B2B WebSphere Commerce implementation with customisation of relevant components. This was a customer project which targeted the provision of product base information to retailers. The main usage of the Webshop is to provide tailor-made, detailed product information to retailers around the globe and also to provide a one-stop shop for point-of-sale material, which is where the WebSphere Commerce components are used.

### **Business Transformation**

Implementation of WebSphere Commerce now provides the following benefits to O2: -

1. Independent fulfillment centres in each county of Ireland with central global accounting functionality.



2. Solution utilized the order processing shopping basket functionality within WebSphere Commerce as well as enhanced catalogue handling, common administration and workflow.
3. A project adding an order processing component to existing legacy Webshop allowing customers to pay for goods(mobile downloads and content) by credit card.
4. Implemented as an 'out-of-the-box' B2C solution rolling-out initially to countries.
5. Solution was customized to dovetail with existing legacy catalogue and existing legacy shopping pages which sold goods as premium SMS.
6. Solution utilized the order processing shopping basket functionality within WebSphere Commerce as well as enhanced catalogue handling, common administration and workflow
7. Common administration layer.
8. **Catalog management** - categorization, products and items, shopping cart, search
9. **Marketing management** - campaigns, promotions, recommendations
10. **Member management** - organizations, users, roles, approvals
11. **Order management** - orders, payments, returns, requisitions
12. **Inventory management** - allocation, fulfillment, requisitions, available to promise (ATP)