



Proven Experience: Walgreens

e-Business Infrastructure and Enterprise Application Integration

The Challenge

To reach new markets, gain competitive advantages, increase sales, and reduce operating costs, Walgreens needed a new e-Business infrastructure. This would require building out the new Walgreens e-Business Infrastructure, connecting each store to the web site for online ordering and order status, providing a secure and reliable fulfillment process, Enterprise Application Integration from the application server to the corporate consumer database system, customer service representative extranet, content management system, as well as an architecture to handle selling the thousands of products offered by Walgreens.



The Solution

At an architectural and business level all aspects were covered, including requirements, architecture, implementation, and testing.

Additionally, the online store provides a drug database, store locator, customer prescription history, account management/registration, and drug information finder.

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Core Objectives:

- Strengthen Customer Service
- Establish Competitive Advantage
- Increase Sales
- Reduce Operating Costs

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Proven Experience: Roxio (Adaptec)

Improved Performance and Customer Relationship Management

The Challenge

Roxio, the CD-R industry leader, contacted 180i to replace its pre-existing site with a high performance site capable of handling ever-increasing volumes of traffic.

Additionally, Roxio needed to increase top-line revenues without increasing costs.

The Solution

By accomplishing this, 180i provided increased competitive advantages, and reduced operating costs for Roxio. This new site also included standards-based member registration, product registration, personalization, security and content management for ease of maintenance.

Additionally, the site was designed to support a core scalable, reliable infrastructure that can support future initiatives.

As a follow-on strategic phase, architecture and implementation of personalization and interactivity throughout the site in key commerce, customer support, and other main areas was added to increase revenues and provide greater competitive advantages. The increases that personalization provided are tracked through integrated metrics and analysis. These improvements added a significant and ongoing to the top-line revenue. Additionally, new security measures to reduce operating costs and improve customer satisfaction were implemented throughout the infrastructure.



Core Objectives:

- Improve Performance
- Increase Revenues
- Allow For Increasing Traffic
- Reduce Operating Costs
- Establish Reliable Infrastructure

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Proven Experience: Better Homes & Gardens and Ladies Home Journal (Meredith Corp.)

e-Business Strategy and Custom Applications

The Challenge

Meredith Corporation contacted 180i to provide e-Business strategy, architectural design and technical expertise while the Better Homes & Gardens and Ladies Home Journal web sites were rebuilt and migrated from one platform to another.



The Solution

180i provided both integration strategy and design of the application framework for site applications (recipes, address books...), as well as assisted with the commerce implementation.

Integration with content management templating tools was also performed with content entry forms placed into repositories for ease of management. This allows ease of content management by editors, administrators, and web site developers as they update content on the Meredith Family and Home network.

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Core Objectives:

- Consolidate Sites And Infrastructure Between Platforms
- Deliver Effective Online Strategy
- Reduce Complexity Of Content Management

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Proven Experience: Hello Direct/GN Netcom e-Business Infrastructure and Enterprise Application Integration

The Challenge

In order to gain competitive advantage, increase sales and provide greater capabilities, Hello Direct leveraged 180i's e-commerce and Enterprise Application Integration experience to architect and implement their e-Business infrastructure, which consisted of developing an in-house web site, connecting to partners, ASPs, and integrating to an enterprise fulfillment system.



Core Objectives:

- Gain Competitive Advantage
- Increase Sales
- Provide Greater Capabilities

The Solution

The store provides an online catalog of the catalog items as well as a B2B interface for affiliates, search engine, integration with .net site, and updates to order fulfillment. XML integration was also provided to increase sales. Online marketing efforts are updated through ongoing metrics and analysis.

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Proven Experience: Sega

e-Commerce and Customer Relationship Management

The Challenge

To meet a compressed schedule, Sega needed expertise to build its new e-Business infrastructure, store, and provide online game interaction for its customers.

The Solution

A timely, yet thorough, integration of creative, technology, and business objectives into a unified requirements/site design was developed to help lay the foundation and meet the business needs of the compressed schedule.



Technical expertise and a thorough content management plan were used. A rapid build management for project was also performed to accelerate the schedule. Press releases and employment database were also developed.

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Core Objectives:

- Establish Scalable e-Business Infrastructure
- Revamp Online Store
- Provide Online Game Interaction

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Proven Experience: Mazda

e-Business Infrastructure and Enterprise Application Integration

The Challenge

Mazda required a stronger e-Business infrastructure was required to reduce operating costs, gain competitive advantages, increase revenue and provide a consistent brand.

The Solution

Providing this included building the www.mazdausa.com web site, Enterprise Application Integration of pre-existing corporate databases and computer systems with online connectivity, and connecting 800+ Mazda dealerships with an email management system integrated to the web site. For the web site, a car configurator, store locator, personalization, finance calculator, pricing, quote requestor, and other items were developed. The email management system for each dealership also is integrated to the web site for online quote requests.



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Core Objectives:

- Streamline Operations
- Reduce Operating Costs
- Increase Competitive Advantages
- Increase Revenue
- Consistent Branding

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