

Case Study



Helping a large Indian multi-brand retailer turnaround their ATG implementation

Client Background

A large Indian multi brand retailer ...



Background / Business Drivers



Client had just rolled out their ATG implementation on the new 'Mosaic' (custom) framework.

Client was unable to source ATG resources in spite of engaging multiple vendors.

Client engaged Logixal, specialized ATG partner.

Migrate existing applications into a single ATG platform with unified subscriber base.

Better capability to create new product offerings with minimal IT involvement and quicker time to market.

Enable single product support across the globe capability and in turn provide global support capability.

LOGIXAL SOLUTION



Logixal brought a team of dedicated ATG experts, business analysts & senior project managers to the mix both onshore & offshore

Created 2 separate teams one to manage the old platform migration and second to do production support/small enhancements. Enabled 24 x 7 support capability

Studied the 2 migration enhancement requirements of migrating their existing online and print applications

Enhanced ATG implementation to:

- Redesign the offer structure to simplify offer creation and time to market process
- Customized BCC by expanding the OOTB export/import utility and business validations to improve business user experience in quickly & easily getting products/offers setup
- Enabled multi-currency, multi-language & multi-site capability in the ATG application
- Enabled order & renewal processing through API

As a result of the above framework implementations, successfully migrated the online application to the ATG platform and are in the process of repeating the same for print application

Impact / Benefits



Consolidated multiple online & print applications into a single ATG platform for all product offerings

Enabled business to create offerings & new products introduction without technology team involvement

Enabled multi-currency, multi-language & multi-site capability across globe with single/unified product offerings

Better support capability for the application by enabling follow the sun model support system

About Logixal

Logixal is an application software services company specializing in **eCommerce**, **eBanking** and **eInsurance** domains. We provide **omni channel** solutions for **Retail**, **Luxury Goods**, **Financial Services**, **Media**, **Publishing**, **Telecom** and **Subscription Model** based businesses.

We are **Partners in Excellence** with enterprises seeking to enhance and transform their business models. Our focused investments in **solution accelerators** and **evolving technologies** help achieve superior business outcomes. The **experience** and **proven capabilities** of our talented team of over 100 professionals enables us to exceed customer expectations.

Our **alliances** with acknowledged **world leading organizations** ensure optimized solutions for our clients. **Logixal** is a **Specialized Oracle Gold Partner**. Our consultants are certified for their advanced competency in **Oracle Commerce Products Suite** (which includes **Oracle ATG**, **Endeca** and **Webcenter**) and **Oracle FLEXCUBE**, especially **FLEXCUBE Direct Banking**.

Our customers, spread across the **United States**, **Europe**, **Middle East**, **Africa** and **Asia**, are supported from our Offices in India, UK and the USA. In the last 7 years, we have a 100% track record of successfully extending and implementing product software for various enterprises. **Logixal** is known to deliver superior total cost of ownership (TCO) in Replatforming/Upgrades as well as Greenfield implementation projects.

For more information, contact sales@logixal.com

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