Success Stories

NEW YORK & COMPANY

A leading American speciality retailer of fashion-oriented and moderately priced women's apparel.

Salient Features

- Upgrade the platform to align with the product roadmap.
- Ability to allow customers to search for a product either by free field text search or by a product property.
- Build scalable, high performance and user friendly system.

Business Objectives

- ATG Platform Upgrade along with Blueprint.
  - Enable additional functionalities like gift cards, express checkout etc.
- ATG Search Implementation.
  - Free text search.
  - Contextual navigation through facet search.
- Business Control Center.
  - Preview Server.
  - Workflows.
  - Re-baselining for removing redundant data and improving performance.
- Re-skin the Blueprint User Interface for better user experience.
- Integration with Omniture for Web Analytics.

How Logixal Helped?

- The client selected Logixal as end to end SI for its expertise in Oracle Commerce platform.
- Logixal recommended a phased approach with the First phase including:
  - Platform upgrade – 7.2 to 2007.1
  - ATG Search Implementation – Free text search.
  - Business Control Center – Preview Server and workflows.
- Second Phase to include UI re-skin, contextual navigation, analytics.

Outcome Delivered

- Achieved the platform upgrade without any disruptions to online business.
- Reduced dependency of the business on the technical team.
- Extended ATG implementation to support new feature requirements.

Thank You For Watching