

FIABLES ATG Case Study for Get It Now

Get it now is a online mega store, <http://Getitnow.gr> began operation aiming to become the largest department store and invite all lovers of smart shopping to explore. Visitors to getitnow site will have an unprecedented opportunity to explore market opportunities, promotions and our competitive prices through a huge variety of products and other services, such as electronics, music, DVD, books, and new categories of interesting as women's accessories, sportswear, home ware and toys along with the huge variety of products, Getitnow.gr is characterized by leadership in innovation, unique ideas and creative competitions.

Fiabes ATG team is re-building the e-commerce portal Public for Client and incorporating the below functionalities as part of the project:

- A "Standard" ecommerce solution
- Storefront
- Login
- User Registration
- Home Page
- Product Pages
- Rating and Reviews
- Checkout, Cart
- Product Catalog
- ATG Customer Intelligence
- ATG Search
- Content Administration
- Integration with Public's SAP Back Office

I. Scope of Work Involved in Client Project

- EDPS payment gateway integration to pay the order amount.(Credit Card payment)
- Integration with ERP system for product, order, inventory and price information.
- Custom catalog implementation.
- Integration with external systems to get the data (e.g. Book data are a London based firm Biblionet who provide book information for non Greek language books)
- Integration with Google Maps
- Implemented schedulers to import data from xml files
- Created business rules for showing home page promo images, product promotion (Discounts) ,Promotional Targetters.
- Integrated with youtube, facebook and blogs.
- Implemented ATG Search and facets (search refinement results)
- Generating SEO friendly URLs for all categories and product pages dynamically.
- Implemented express checkout.
- Akamization for the site.
- Complete environment setup for staging and production server. Including web, storefront, BCC, PES (Process Editor Server), Lock servers.

II. Technical Details

The technical composition of software used for development of Client project includes the below:

- ATG 9.0 Suite
- Java 1.5 /J2EE 1.4
- Ajax, JQuery for Client Side Scripting
- JMS for Messaging
- XML/XDS
- Oracle 10g for RDBMS

Browsers Compatible: IE 6 / 7 / 8, Mozilla Firefox 2 / 3, Opera, Safari, Chrome.