End-to-End Retail Services for a Leading Fraternity and Sorority Manufacturer in the US

ATTENTION. ALWAYS.

aspire SYSTEMS

attention. always.

THE CUSTOMER

Headquartered at Austin, US, our customer is the leading manufacturer and distributor of high quality fraternity and sorority products like class rings, yearbooks, graduation products, letter jackets, military rings, military books, champion rings, and other personalized school products through in-school and retail distribution for over a hundred years.

THE CHALLENGE

Our customer started with manufacturing and distributing yearbooks,class rings for the US schools and colleges. Over the years although their flagship products increased, they faced intense market pressure due to the changing regulatory landscape and evolving technology landscape that required them to enhance and evolve its core products. Moreover, they wanted to convert their website as a marketplace to be able to sell increased number of product lines other than school/college specified products.

Business Challenges

Our customer realized that augmenting the in-house team would be an expensive proposition and scaling the team would be time-consuming and tedious. Furthermore, one of the customer's products relied on data accumulated from various sources, which demanded a solution that would speed up the process and bring down costs. Hence they wanted to weigh outsourcing options.

Technical Challenges

Our biggest technical challenge was to upgrade our customer's legacy applications followed by the integration of several technology initiatives like PIM, NetSuite, AS400, JDEdwards and BAAN ERP application for the various product lines.

THE SOLUTION

With Aspire's retail industry and technical expertise, we proposed an agile development approach by ramping up resources at the offshore center to augment and accelerate the development.

1 We kickstarted the project with retail product configuration setup on Walmart, JCPenney, Database Administration and Sterling jewelers and it spanned into Manual/ Automation testing, development using Microsoft .NET, Magento B2B and B2C eCommerce application, Supply Chain Management implementation, and AWS Administration.

2 Aspire accelerated the eCommerce development activities for 10 major websites which includes B2C and B2B models, Supply Chain Management using Amazon workflow. Our team created the website with a quick turn-around time using Word Press, Magento theme, PayPal integration and Universal Configuration that provided high UI UX feature to configure the ring products, provision to control the prices of the websites and setting up transactional marketing solution.

3 Aspire embraced agile development process with scrum as the methodology to handle the rapidly changing environment and ensure timely deliverables. A short-time box or the sprint that lasted for 2 weeks was used for development activities and each sprint in itself was considered as a project.

4 We completed several integrations like Site Core CMS and Word Press CMS for B2C websites, Plumrocket to track shipment of products and more.

5 We also implemented multi-store B2C websites and Continuous Integration with the help of Jenkins and Bamboo

6 We upgraded their production MSSQL servers from 32-bit to 64-bit, with modified log shipping mechanism that increased the performance of processing the orders

BEST PRACTICES

➡ Used Agile methodology with 2 week sprint cycles

➡ Clearly defined release roadmap and test cases

➡ On-time quality deliverables

TECHNOLOGY SNAPSHOT
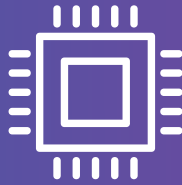
Magento is an e-commerce platform built on PHP with MySQL as backend

Tools: Magento 1.9, Magento 2.0, Foundation, Wordpress, Cloudwatch

CI Tools: Jenkins, Bamboo

Monitoring: Papertrail, New Relic, PagerDuty, Site24x7

QA: JMeter, Selenium

Microsoft : .NET , MVC, Entity Framework, Web API, NUnit, ReSharper, SSRS, SSIS, Bash Scripts

AWS : S3, CDN, EC2, ELB, Route 53, SNS, SQS, SWF, Glacier, RDS, Cloud watch

Database: MySQL, MSSQL Server

Integration Tools: Boomi, SSIS

Others: PIM, NetSuite, Universal Configuration, Adobe Scene7, Liquid Pixel, Ansible, Bronto, PayPal, SiteCore CMS, PlumRocket Ship and Track, TxtImpact, Mandrill/MailChimp

Languages: PHP, Zend framework, ReactJS, JQuery

RESULTS & ROI

Aspire's end-to-end services have enabled continuous improvements of the customer's products. As a result of this engagement, they have augmented development, delivered quality products and achieved faster time-to-market. They have also ensured timely information on deals to investors, improved financial risk management, reduced cost by nearly 60% and met their customer requirements to the fullest. Above all they were able to generate a good customer base to implement cross/up sell of their products.

FUTURE IMPACT

With Aspire's support, our customer is confident to successfully thrive in the market by providing comprehensive services for products catering to the stakeholders of this industry. This will help them to sustain their authority and meet the dynamic, evolving needs of their customers.

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ABOUT ASPIRE

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

SINGAPORE	NORTH AMERICA	EUROPE	INDIA	MIDDLE EAST
+65 3163 3050	+1 630 368 0970	+44 203 170 6115	+91 44 6740 4000	+971 50 658 8831

For more info contact
info@aspiresys.com or visit www.aspiresys.com