

## E-Commerce Portal as a Solution for a Large US-based Chain of Bookstores

### OVERVIEW & BUSINESS NEEDS

The Client is a chain of bookstores in Portland, Oregon, and its surrounding metropolitan area. It is one of the largest chains of independent bookstores in the world with the inventory for its retail and online sales of over four million new, used, rare, and out-of-print books.

The Client wanted to develop an e-Commerce portal and supporting utilities to optimize its online presence and effectively manage its brand. Major features required for the portal were as follows:

- Provision of consistent and seamless customer experience across three channels, including store, call center, and website
- Easy navigation and fast loading process
- Robust e-Commerce engine for secured online shopping
- User access control and management
- Supporting applications to integrate the portal with supplier partners, sales channel partners, RMS, and accounting software

### OUR APPROACH & SOLUTION

R Systems developed a scalable e-Commerce portal for desktop and mobile devices using Windows Platform. We implemented DotNetNuke Enterprise Edition for content management requirements.

Following were the key features and functionalities of the e-Commerce solution that we delivered to the Client:

- User friendly navigation that comprised category navigation, search results and refinement
- Catalog and Product Module including catalog and inventory import from over 25 sources
- Inventory Management and Merchandising Module

- Functionalities like Marketing Automation, Online Ordering, and E- books
- Online Buyback feature to allow customers to sell books online
- Support for customer database accessible by customers to manage their profiles & preferences and accessible by the call center representatives to aid customers in purchase and customer service issues
- Call Center Module
- Integration with various sales channel partners (Amazon, Abe, Alibris, etc.) to sell books in different marketplaces worldwide
- Integration with supplier partners to post orders, get inventory and order status, and get shipment / delivery notice so that payments can be processed
- Integration with Finance & Accounting System
- Order Management System, Affiliate Management Module, and Reporting System

### TECHNOLOGIES USED

- DNN 6.2.1
- ASP.Net 4.0
- IIS Server 7.0
- Windows 2008 R2 SP1
- SQL Server 2008 R2

### KEY HIGHLIGHTS

- DNN provided the support for rich content management & design and integration with Google Analytics
- MVP Architecture
- Automatic inventory syncing between the RMS and the portal