

Client: E-Commerce Marketplace Company
Location: USA

Client Description

The Client is a NASDAQ listed e-commerce marketplace company for perishable goods that consistently delivers fresh, high-quality products direct from the supplier to customer at competitive prices. They own 3 well-known online brands. The marketplace is a collection of these branded websites each offering high quality, perishable products shipped directly from the supplier to the consumer and designed specifically around the way consumers shop.

Business Need

The client has tie-ups with suppliers all over USA. Customers buy from their website and the delivery is done by suppliers. The existing portal was based on Cold Fusion technology and was proving to be a growth inhibitor. In order to keep pace with their business objectives, this portal had to be ported to a .NET platform with addition of several new features in customer facing website as well as back office administration applications.

Following were the key drivers, which prompted the need to seek a technology partner:

- Reduce the risk of carrying out development from a single location
- Leverage vendor's expertise in .NET technology and e-Commerce domain
- Leverage time zone differences to shorten development and support time
- Reduce development costs

Additionally, the client development team was using XP (Extreme Programming) methodology for its product development activities and required the vendor to be conversant with using the above from a multi-site perspective.

Solution Offered

Blue Star Infotech (BSI), with its prior expertise in successfully implementing XP over remote locations, set up an execution framework jointly with the client. The development teams were split across 3 locations: 2 development centers in India and one in US.

BSI developed the solution as a mix of web and windows application incorporating message queues within the architecture. The windows client application was installed on each supplier location, with inbuilt capabilities of updating itself smartly with new version from central server over the Internet.

.NET technology was used and the solution was integrated with 3rd party tools and the Microsoft application blocks. The sites are highly scalable, maintainable and easy to use.

The assured delivery of the orders was addressed by the middleware message queue. Once taken locally, orders were stored in local database to provide facility of bulk and batch label printing.

Web Services were used to get the details of future orders and inventory requirements. The functionalities were clearly delegated to their respective layers. There were separate layers for user interface, web service stubs, web service, business logic, data access logic, exception handling and database. HTTP modules, outproc session management, caching, exception management, reusable UI components of .net features were used. The user interface, business layer and data access layer components were highly reusable across applications.

Test-driven development methodology was used to facilitate functionality-based unit testing and regression testing.

Benefits to the Client

- Using its prior expertise, BSI was able to set up the XP development environment, team and requisite tools and processes within a very short timeframe
- The overall development cycle was further reduced by incorporating a test driven development practice which also resulted in improving the code quality
- BSI provided strong R& D support in implementing Design Frameworks and in Decision Analysis
- Collaborative development via VPN ensures complete visibility and assurance at all times resulting in predictable launch dates

TECHNOLOGY

- Windows 2000 Advanced Server
- C#, ASP.net, Web Services, Crystal Reports, Component One Data Grid, Sonic Queue, Campaign Server, Chutney Session State Server, IQ8 USPS Address Validation tool, WebZinc, FedEx APIs, NUnit
- Visual SourceSafe, Test Director

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