

Case Study: Online Trade System

Tools and Technology

Technology:

- ASP Dot net Framework
- C#

Database:

- Microsoft SQL Server 2003

OS:

- Windows XP professional and latest service pack

Web server:

- IIS 6.0

Hardware requirements:

- RAM: 1GB
- HD: 80 GB
- Processor: P4

Client Background

Ty Warner, sole owner of Ty Inc., a designer and manufacturer of stuffed toys the company behind Beanie Babies and their worldwide cult following -- popular with kids and adults alike. Since 1993 Ty has produced more than 365 different Beanie Babies. The company is best known for its 'Beanie Babies'--a series of small, stuffed animals, each with its own name, which are produced in limited numbers, have become a favorite of collectors, and hard-to-find models often command hundreds, or even thousands, of dollars in the secondary market.

Business Need

TY Inc maintains a huge volume and variety of stuffed toys inventory with multiple pricing levels for different types of customers. Ty Inc needed an Internet system to allow their customers to register, view the products offered by Ty Inc for their class and to display the correct pricing for the customer. Furthermore, Ty needed an efficient system of order fulfillment that would allow them to keep their promise of quick delivery and feedback on the products through Message Board to keep their unmatched services.

The Solution

Bourntec has built a web based e-commerce module that integrates seamlessly with online trade system and also integrated three systems i.e. istore, Moai Auction Engine and Vignette story server for the desired results. The systems include the Registration space, Collector's Corner, Exclusive Offers, Cyber Points, Message Board, Pricing History and Administration Modules.

Vignette Story Server is used for template development and Oracle database as backend.

Bourntec architected a solution that included two web sites that would talk to Ty's accounting system through a web service that was controlled by a windows service on the accounting application server. Ty already had a contractor start a retail web site and Bourntec took over the first web site. The other web site was a store front to the general public. The products offered were limited and the website had all the features you would expect from an ecommerce store front for product display, searches, checkout, and order tracking. The web site was built using ASP.NET, C#, SQL Server 2005, and .NET Commerce Cart, and a few other third party components.

Client Benefit

- ✓ Avoided Errors while in Registration process.
- ✓ Up-to-date Information availability
- ✓ Easy Accessibility
- ✓ Performance Improved and the Customer Access Time Reduced to 25%