

**INDUSTRY****Media & Entertainment**

E-Commerce Retail
Websites for a Leading Online
Entertainment Provider

THE BENEFITS

- Creation of Retail Management software framework
- Completely revamped the American website
- Global sites QA sign-off during major migrations
- Reduced development span
- Reduced development and maintenance cost
- Ability to push promotional events

L&T Infotech worked with a leading provider of spoken audio entertainment to create and maintain retail websites for business in four countries.

THE CLIENT

A leading internet provider of spoken audio entertainment, information, and educational programming.

THE CHALLENGE

- To create and maintain e-commerce retail web sites for business in four countries
- To develop “push” and “pull” promotional schemes, sales and offers
- To commission and decommission partners
- To capture and analyze data for strategic and tactical business decisions
- To research, select and incorporate technological innovations relevant to the business

THE SOLUTION

- Build business model around e-commerce product suite
- Migrate from server side Javascript to Java/J2EE
- Add functionality to automate the routine engagement with retail partners
- Perform routine site maintenance between to ensure a consistent “look & feel” & carry out content changes through OOTB server functionality
- Build framework as common development platform
- Implementation using industry standards
- Adopting open standards where reliable implementation exists



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