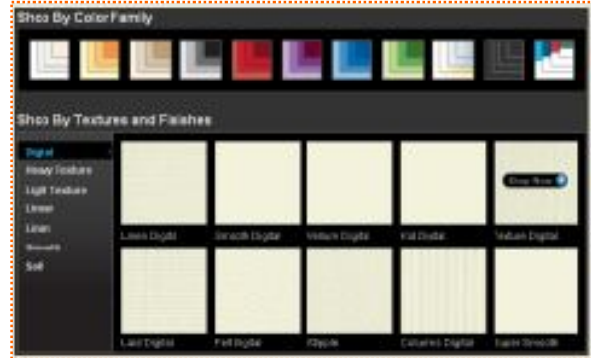# E-Commerce Site Re-design

Use of Core Site CMS & MS Commerce Server 2009

Executive summary

The client had always thought of giving a fresh new look to its website with the use of cutting edge technologies so that, anyone who visited the site would never go away without appreciating the layout and design of the website. For this purpose the customer approached Mindfire Solutions. The project basically involved re-designing of an existing e-commerce website with a goal to increase brand awareness, brand loyalty and customer delight. Mindfire responded positively and provided the customer with a magical website that was something far above what the client was looking for.

About our client

Client   *Industrial Paper makers* | **Location**   *Global* | **Industry**   *Industrial Engineering*

Business Situation

The project basically involved redesign of the existing e-commerce website of the client using the latest and cutting edge technologies (sitecore CMS and Microsoft Commerce Server 2009) with a goal to increase the brand awareness, brand loyalty and elicit a sensational response from diverse customer base across US and Canada. The design requirement of the project was to have solid information architecture in place in order to organize tremendous amount of content in a way that effectively addresses the needs of a wide-ranging audience, a high-level navigation by both content area and user type to ensure that key call-to-action items are given prominence on various pages and a consistent look and feel to give a smoother user experience. Functional requirements were to have a login and user type identification system to target content appropriately, managing account to view purchase history, billing

address, shipping address and change newsletter and mailing preferences etc. The website also supports standard form entry, validation, and submission with other high-level features like content search, product search and design gallery search.
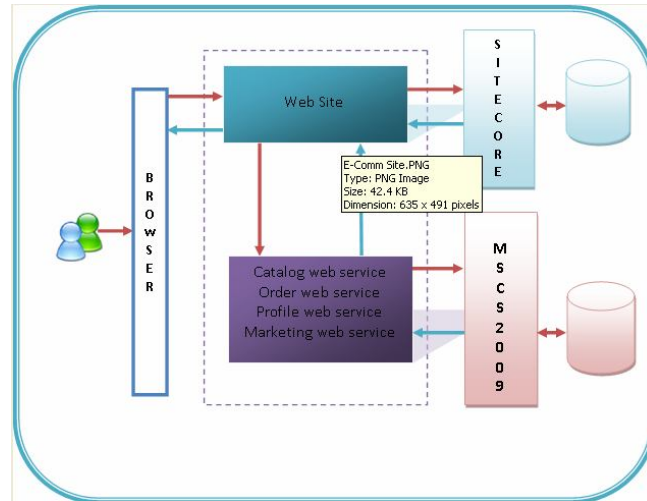
Solution Details

The Mindfire Solution

Keeping the business goal and the complexity of the implementation of the different components of the project in mind, Mindfire team started with a thorough and deep analysis of various systems and aspects of Microsoft Commerce Server 2009 to accomplish the requirements as outlined. After extensive study and some research and development on Microsoft Commerce Server 2009, the team laid out the Commerce Server schema to make it best fit for the entire system. The proposed solution from Mindfire team was to separate the CMS site and CS site into two physical sites and to establish a secure communicate between the two through Commerce server web services to achieve scalability.

The team also worked on implementing various e-commerce requirements of the project that involved

1. Creating jobs to import and export products and orders
2. Managing Commerce Server products and their schema through catalog system
3. A streamlined check out process to make the checkout process relatively simple and straightforward through Order processing system
4. Creating and applying customers, campaigns, discounts and promotion codes through marketing system
5. Storing, retrieving and managing user specific data through Profile system
6. Extending various Order system components to make them fit to the business requirements
7. Writing Commerce server pipeline components for order processing to calculate and apply UPS shipping rate, shipping discount, sales tax and payment processing through Chase Paymentech.

Achievements

It was a new learning curve for Mindfire team, to start work on a new technology having a few resources available to assist through the learning and development process; Mindfire team did a thorough analysis of each and every component and system Of Commerce Server (like Catalog system, Marking system, Order system and Profile system) , laid out the commerce server schema and developed the domains, models, repositories, pipeline components and the extended order web service to make the communication bridge between the website and Commerce server .

Technologies

Microsoft Commerce Server 2009, SiteCore CMS, ASP.Net 3.5, C#, jQuery, SQL 2008

Final results

Software System

Customer Benefits

Each and every step during the development process was carried with utmost care, keen observation and deep analysis; it helped building a robust enough website to meet the initial requirements as laid out, thus streamlining the purchase order and payment processing.

Future relationship

Extension for the support on the CS 2009 component is been handed over to the Mindfire Team. Also talks are in progress for starting work on another project with the same team in place.