

DISTRIBUTION – eCommerce Portal

Overview

CA Short Company, headquartered in Shelby North Carolina, is a leader in the employee recognition award services industry, specializing in individual recognition programs.



Business Needs

CA Short maintained an eCommerce web portal for their clients, enabling their client's employees to log in and order items from a catalog. Users accumulated points as currency and those points were maintained as they shopped through the catalog. The old portal was a classic ASP application. CA Short, wishing to re-architect the new portal using ASP, attempted to rebuild the application in-house using contract resources. After lengthy delays and resource turnover, the company outsourced the development to Logical Advantage to implement a turnkey solution.



Strategy

CA Short had begun development of the new site utilizing Microsoft ASP.NET[®] for the front end, and wanted to continue to leverage the existing AS400 database structure. Even though development had begun on some areas of the new site, none were finished. Many areas of the site had not even begun development. Our strategy was to replicate the functionality of the existing site while incorporating some improvements and new functionality. Unfortunately, there was very little documentation for the Requirements or Functional Specifications of the new portal. Logical Advantage did a technical review of the newly created code to determine the state of development and quickly conducted a series of in-depth interviews with the project's stakeholders. Using the results, we created the necessary System Requirements and Functional Specification and Design documents for a new web portal. After the discovery and design phases had been completed, we began leveraging some of the previously created concepts in the development phase. We incorporated each of these into the LAAF[®] (Logical Advantage Application Framework) and code generation tools, implementing our best practices.

Benefits

The primary benefit for CA Short was taking advantage of a successfully outsourcing strategy for their custom-built development needs, after their internal attempts had failed. In addition, though, the new system offered benefits over its predecessor:

- Rebranding – one of the primary goals behind this initiative was to create a portal that could be easily rebranded with the look and feel of a client's own branding requirements
- Custom Labels – Through a series of administrative screens, CA Short could easily rename any element of the site including buttons and onscreen terminology, providing a highly customizable approach to their rebranding efforts
- Catalog Engine – the new catalog engine allowed for the grouping of catalog items into a product family hierarchy

About Logical Advantage

Logical Advantage is an award-winning, full-service Information Technology consulting and application outsourcing company. We are dedicated to providing high-quality, cost-effective custom software development and consulting services. We specialize in mastering complex business challenges, delivering mission critical solutions backed by our deep expertise and proficiency in Microsoft[®] technologies.