

A B2C Portal

(ODC / Technology)

Case Study

A B2C Portal

A Company which is a part of the Fiat Group (Italy) sells used and new cars on its B2C portal (created using Broadvision).

The Problem:

One of the requirements of the B2C System was that it needed data on the new and used cars in a specific format. This enabled it to identify the brand, model and versions against their already existing back-end system (a catalogue consisting of over 30,000 unique cars).

The Company's back-end logic was that dealers had to use an online data entry tool on their website. The data-entry interface consisted of mainly drop downs, as in order to get the codes on the various cars the information needed to be in a specific format.

This approach of the company was tedious and time consuming and therefore various dealers across Italy were not updating the information regularly.

Hence the company approached Direction to evaluate their current back-end logic & suggest improvements to it, i.e. to create a solution which would allow the dealers to send their information (data) in whatever format they have and then have a middleware translate, correct and identify the exact code for the various cars.

The Solution:

Direction created a middleware solution for the company, which comprised of the following modules -

Data Collection Module:

This module facilitates Dealers to upload their data in any of the following formats - MS Excel, Text File, DBF & MS Access formats. It also filters raw data from each dealer and extracts data, which is in compliance with the company's Database Rules. The non-compliant data is put in a separate database for presentation to the Online Data correction center. This tool also has an error notification feature that sends mails to dealers who have data without specific mandatory fields. Data that has been correctly identified by the system is assigned a code and output in a file that is updated to the Broadvision database.

Online Data Correction center:

This module provides the company's admin with probable matches to the Dealer's data. These probable matches are determined using "Edit Distance Algorithm". It also acts as an intelligent learning tool where the Admin can define new database rules to convert the dealer data into codes. The new rules set by admin will automatically be reflected in the Data Collection module thereby increasing the efficiency of the system.

The Technology:

Front End: Visual Basic 6.0, Java Server Pages (JSP), Java Servlets.

Back End: SQL Server 7.0 RDBMS

OS: Windows NT



DIRECTION SOFTWARE SOLUTIONS

5, Brady Gladys Plaza,
1/447, Senapati Bapat Marg,
Lower Parel,
Mumbai - 400 013
INDIA

Tel. : 91 22 66615000
Fax : 91 22 24911046
Site : www.direction.biz