Federated Department Stores

External

Supporting multiple channels

WHY BECOME ON DEMAND:

Federated Department Stores knows that success depends on providing consumers with more choices and convenience. However, the company found that it needed to redefine its processes and systems to support a more flexible, customer-focused multi-channel strategy

SOLUTION:

Federated provides a more flexible shopping experience by linking multiple selling channels with common back office processes and spplications. IBM Global Services hosts the solution-- IBM WebSphere Application Server, IBM WebSphere MQ, DB2 and CICS -- running on IBM AIX servers and an IBM eServer zSeries Parallel Sysplex

BENEFITS:

- The solution helped Federated implement 24x7, realtime inventory monitoring for faster order fulfillment and more inventory "turns"

- The solution permits Federate to quickly respond to new opportunities and add new channels while cutting development and support costs by 50 percent.

- Hosting by IBM Global Services enables a flexible pricing structure