



IBM Customer Reference

Galeries Lafayette

Synopsis:

French retailer improves wedding registry and enhances the capabilities of its credit organization with IBM WebSphere software

Location:

Paris, France

Industry:

Retail

Focus Area:

e-business infrastructure

URL:

<http://www.groupegalerieslafayette.fr>

Customer Background:

Galeries Lafayette is a chain of department stores, wholly owned by the Galeries Lafayette Group. It includes 88 locations (27 owned by affiliates) with a total sales area of about 495,000 square meters. The stores focus mainly on clothing, home and personal accessories. The Galeries Lafayette flagship store in Paris is the largest department store in that city, and carries the best in French and international fashion, beauty and home design. Galeries Lafayette generates annual retail sales of US\$2.4 billion.

Business Need:

Galeries Lafayette needed to make realtime wedding registry information available online. With their previous solution, the listings of available gifts were updated only once a day. The lag time in the process created a problem because registry users were receiving duplicate gifts, which meant the store had to process a large number of merchandise returns and exchanges.

Galeries Lafayette also needed to update its Cofinoga Web applications, with the aim of providing faster, easier access to Web-based services without compromising security. The credit organization hoped to build its business by providing the level of service that would allow it to extend its services to other stores and countries. The new solution needed to enable the company to maintain the Web site with greater efficiency, to extend its service to new partners with ease and allow these partners to create new customer profiles and credit validations seamlessly.

Solution:

Galeries Lafayette turned to IBM Global Services for the solutions to both their registry and credit organization issues. WebSphere Application Server - Network Deployment Version 5 acts as the framework for the wedding list Web site, providing the development platform for software applications designed to improve Web access for Cofinoga, and to make it fast and easy for partners to create new customer profiles. The use of WebSphere Studio Application Developer Version 5 is complemented by IBM Rational tools, including Rational ClearCase, Rational ClearCase LT and Rational ClearQuest, whose most significant feature in this scenario is version control, reflecting modifications to customer accounts across applications. WebSphere Edge Server Version 2.0 allows Galeries Lafayette to offload much of its Web content to the edge of

the network, improving response time. It also protects server resources with advanced load balancing and provides centrally managed security for the Web applications. With CICS Transaction Gateway Version 5, Galeries Lafayette has also integrated the Web application with the legacy mainframe through a gateway to provide access to stock and billing information.

Benefits of the Solution:

With its new enhanced Web capabilities, Galeries Lafayette is now able to handle credit queries online, rather than going through an intermediary, which saves time and costs. The WebSphere server keeps client information secure and confidential. The faster access and scalability of the new solution makes the company better able to serve new partners - even internationally - and to add them to their system with ease.