

## Mikasa

### Improving the online shopping experience for customers

#### WHY BECOME ON DEMAND:

New Jersey-based Mikasa, a leader in fine china and dinnerware, knew it was leaving business on the table. Lack of integration between customer-facing channels and the backoffice made it hard for customers to find and buy the patterns and pieces they wanted, which resulted in lost sales. Mikasa needed a more responsive approach, one that brought together people, processes and systems to create an easier and more efficient customer experience.

#### SOLUTION:

Mikasa selected IBM WebSphere software for the solution because of its scalability, quick response time and reliability. IBM Business Partner Pulver Technologies created the integrated solution in just 12 weeks. The solution is based on IBM WebSphere Commerce, Commerce Studio, Application Server, Studio Application Developer, IBM DB2, IBM eServer iSeries and IBM Intel-processor-based servers.

#### BENEFITS:

- § Improved customer experience by making 20,000 items available to shoppers rather than 400 on old Web site
- § Improved customer satisfaction
- § Faster order processing
- § 100% ROI achieved on schedule.

External



[www.mikasa.com](http://www.mikasa.com)