

Re-engineered Web Portal leveraging a light weight SOA helped modernize rental forecasting ability for Online Video Rental Service Provider.

Published: May 2006



Custom Development Solutions
Business Process and Integration

The online video rental service space rewards service providers who are quick to adapt to ever changing trends and user demands. Realizing a lack of smart forecasting capability is threatening to drive its customers away, the service provider sought DataConcepts' advice to retrofit its portal technology with a rental forecasting ability plus real time stock and inventory snapshots. The re-engineered solution leveraged a light weight SOA framework that allowed for seamless coupling with other enterprise solutions enabling the customer to leap over competition in meeting trends and customer demands.

Customer Profile:

Primary Business: An Online Video Rental Service Provider with a fragmented portal solution preventing any useful rental forecasting ability.

Business Situation:

A lack of agility towards adapting to fluid trends in rental forecasting and user demands forced the service provider to look closely at re-engineering its portal technologies. Without an adaptive rental forecasting capability, and a real time, evolving stock and inventory snapshot, they stood to lose a stream of customers to alternatives. DataConcepts was selected to objectively review the capabilities of the current portal solution and if possible retrofit it with custom functionality.

We helped build a comprehensive weighted search mechanism that takes the customer previous choices and tastes in to account and delivered a much improved user experience. An adaptive rental forecasting system ensured ample provisions of hot items while preventing oversupply of the same.

Portal Features

- Weighted Comprehensive Search mechanism that is tailored to customer's tastes and choices

Solution Overview

Customer Profile

An innovative online video rental service provider experiencing spectacular growth.

Business Situation

Under performing web portal called for a complete re-design to become an effective content delivery and branding tool.

Solution

To re-engineer the portal solution to create a tool that provides smart forecasting, rich user experience and based on a light weight SOA framework.

Benefits

- Improved demand planning.
- Increased revenue realization
- Real time Stock and inventory snapshot.

Software and Services

RedHat Linux 7.3
Java Enterprise Edition
Web Logic Portal Server
MySQL Database
Hibernate
JSP/JSTL, Servlets
Rational Requisite Pro

- Adaptive Rental Forecasting capability to predict trends and patterns.
- Utility components deployed across portal in multiple channels or portlets.
- Leverages a Light Weight Service Oriented Architecture Framework to seamlessly communicate with other enterprise solutions.
- Improved Revenue realization through inventory re-balancing and maximum utilization of stock.
- Minimized stock-outs and shrinkage.

Solution

The Data Concepts Advantage

The scope of the re-engineering effort involved not only demand forecasting but inventory planning and decision support as well.

DataConcepts led the forecasting process redesign, completed a third party tools evaluation and the cost benefit analysis of a build vs. buy option for select applications. Collectively, the biggest concerns revolved around inventory optimizations, to help address questions such as:

- What are the demand priorities, how do they get applied and when do they get applied?
- What are the constraints in the “to-be” world and how are they addressed?
- How to optimize inventory movement? What are the definitions and constraints?
- What Key Performance Indicators should be used to measure the effectiveness of the processes?

Benefits

The Portal Re-engineering effort directly contributed to increased market capture, exponential increase in usage traffic due to significantly simplified browsing experience, and 20% more new subscriptions due to the availability of on-demand items and improved user experience. More over, possibility of over stocking potential low demand items is reduced by the forecast engine and additional operating expenses are reduced due to a more streamlined inventory.

Portal Re-engineering Benefits

- Improved Revenue realization through inventory re-balancing and maximum utilization of stock.
- 20% new subscriptions due to improved predictive measures and simplified user experience.
- Adaptive Rental Forecasting capability to predict trends and patterns.
- Reduced wastage caused by over stocking “low demand” items
- Service Oriented Architecture allows for smooth coupling of enterprise wide systems.
- Minimized stock-outs and shrinkage.

Data Concepts is helping clients around the world build a solid foundation for business growth. Our focus on delivering quality and realizing tangible results for our customers is paramount to our way of doing business. Here is why you should partner with us:

- Proven track record in delivering cost-effective turnkey solutions of the highest quality across diverse industries, across the globe, on schedule and within the budgeted cost.
- A large pool of skilled and experienced professionals drawn from diverse areas, ranging from systems and software technology to specific industry domains and business practices.
- A partnership approach to the management and execution of projects, ensuring a mutual alignment of goals.
- A proven and mature onsite-offshore methodology to meet the ever-shortening time-to-market expectations.

For more information about DataConcepts and how you can benefit from our outsourcing experience, please visit:
<http://www.dataconcepts-inc.com/excellence>

For More Information

For more information about DataConcepts, call (804) 968-4700. To access information using the World Wide Web, go to:

<http://www.dataconcepts-inc.com/>

© 2006 DataConcepts. All rights reserved.

This case study is for informational purposes only. DataConcepts MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY. Microsoft and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.