

## Introduction

The company AVNET s.r.o. (AVNET) is the Czech representative of the leading European distributor of solutions in the field of server systems, data storage devices, middleware and software. In 2005 we decided to support a new distribution channel for IBM products – the creation of an Internet store. We turned to Unicorn, a company with experience and references in the area of information system development. The Internet store AVMALL was created on the basis of the resulting project.

## Basic facts

AVMALL serves to support AVNET's sales of IBM products. AVMALL has the standard features of an Internet store such as client administration, a shopping cart, the processing of client orders, the administration of the product catalogue, and others. AVMALL also features a function for the diversification of customer levels with respect to sales margin in the B2B model. A configurable interface enables the creation of a targeted marketing campaign for the support of chosen products.

## Project implementation and utilized technology

The AVMALL project was implemented in the period of September to December 2005. The IBM WebSphere Commerce Suite Business edition (includes IBM DB2, IBM WebSphere Application Server, IBM WebSphere Studio Developer) solution was chosen for the project. This product provides a base for the B2B portal solution and enables customization in JAVA language. The Linux operating system was selected as the system platform.

In agreement with the utilized Rational Unified Process project methodology, the project was divided into two parts - Project and Implementation. The result of the Project Part was the Engineering Project – complete project documentation containing the detailed developed requirements of AVNET, including the programming work specification and the customization of the IBM WebSphere Commerce solution, along with a proposal for the design of the graphical user interface. The main task of the Implementation Part was the programming/customization of the IBM WebSphere Commerce solution and the subsequent deployment of the AVNET testing and production environment.

## Overall evaluation

The use of the IBM WebSphere Commerce Suite enabled the speedy implementation of our requirements and the delivery of a system in the necessary quality, quantity, timeframe, and

budget. The new system has provided us a new distribution channel for the sale of IBM projects with the possibility of our own campaign administration and catalogue content.

Cooperation with Unicorn has been effective and has provided good results.

I consent to the publication of this reference.

In Prague, on *3. 4. 2007*

*[Signature]*  
Petr Kuliš

IBM Business Unit Manager

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