



617-357-5233 | www.quoininc.com

Nothing Happens Without an Order - Ecommerce and CM in Multichannel Delivery

Boston

New York

Charlotte

Washington, D.C.

Nicaragua

186 South Street, Suite 600
Boston, Massachusetts 02111

Introduction

Our industry has recognized the need to integrate commerce and content as part of a seamless user experience on web and mobile channels. Yet, the tools and technologies used to build sophisticated consumer-oriented websites often fall short. This presentation will examine several key tactics that can yield an improved user experience in which transactions are supported by rich, accurate, and relevant content on the devices that consumers want.

The title refers to a quote generally attributed to Thomas Watson, Sr., CEO of IBM, “Nothing happens until a sale is made”. I used this to suggest that interaction with consumers and other end-users is fundamentally driven by a demand for goods, services, or information.

Background

- QUOIN is a software 'boutique' founded in 1994
 - Web/Mobile Application Development Practice
 - Security & Availability Practice
 - 50 technologists in Boston, Charlotte, New York
- Our work includes commercial and open source technologies
- Brad Kain, Co-Founder and President
 - 30 years experience as analyst, architect, project lead

Reference Ecommerce Projects

- Scholastic – educational book publisher
 - Built a product catalog of 60,000 books and other items
 - Implemented rule-based aggregation of metadata
 - Supported multiple internal and external sources
 - Handled unstructured and relational data
 - Supported multiple CMS-based websites
- Addgene – non-profit focused on sharing plasmids
 - Built integrated ecommerce website and LIMS
 - Implemented workflow for ‘banking’ plasmids
 - Implemented workflow for order management and fulfillment
 - Supported extensive metadata for life sciences research

Reference Ecommerce Projects

- MIT Press – academic publisher of books and journals
 - Built new ecommerce system for books and journals
 - Integrated with back-end catalog and fulfillment systems
 - Implemented features for promotions and marketing
- Vicor – power supply design and manufacturing
 - Built an ecommerce website that supports 1M+ products
- Lowes – Fortune 50 home goods retailer
 - Implemented infrastructure for the dispatch of orders to warehouses and stores
 - Supported high quality of service for messaging

Key Tactics

- Use *a content first approach*
 - Define a model to support structured and unstructured content
 - Include rich metadata and user-generated content
 - Build a content repository separate from delivery platforms
- Implement *an extensible and flexible architecture*
 - Build a service to handle aggregation of content sources
 - Enable use of multiple products or services
- Build *multi-channel delivery*
 - Consumers expect browser, tablet, and mobile access
 - Plan for multi-device use
 - Prefer mobile-first development
- Anticipate *user-generated content*
 - Plan for moderation and synchronization in architecture

System Architecture

