



**Sterlite**

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**ORACLE** Gold  
Partner

Sterlite's  
Oracle Commerce (ATG)  
Center of Excellence

*Specialists in Oracle Web Commerce*

# Why Sterlite?

- ATG Practice and Expertise for the last 12 years
- Hands-on experience working with ATG from Dynamo 5.x to the current 10.X
- Conversant with various ATG environments including JBoss, Weblogic, Websphere with various databases and LDAP
- Developed and Delivered challenging projects in ATG across the globe
- Provided ATG consultancy to various clients at various stages of their projects

# Why Oracle Commerce?

- Oracle's acquisition of ATG/Dynamo in 2010 was an important and strategic decision for Oracle, because it brought tremendous depth and expertise in eCommerce technologies to Oracle's vast ecosystem and large partner network.
- Art Technology Group (ATG), a leading provider of eCommerce software and related on-demand commerce optimization applications. ATG's solutions enable enterprises to provide a cohesive online customer experience with sophisticated merchandising, marketing, content personalization, automated recommendations, and live-help services.
- Together Oracle and ATG expect to help businesses grow revenue, strengthen customer loyalty, improve brand value, achieve better operating results, and increase business agility across online and traditional commerce environments.

# The Challenge

- The challenge for most large retailers whom rely on Oracle ATG for their commerce solutions is that they often struggle to make changes and updates to their systems due to the lack of qualified talent in this space. The high-demand for talent has created a shortage of qualified candidates for hire in this unique niche area which results in frustration for CIO and Directors of IT.
- Additionally, this lack of talent results in delayed projects which would otherwise make the organization more competitive, culminating in the loss of revenue and market share.

# The Solution: Sterlite

- Extensive and deep knowledge
- Highly-qualified team of IT professionals
  - ATG Architects
  - PMP, Lean Six Sigma certified process managers
  - Senior technical team
- Oracle Gold Partnership
- Partnerships with Hardware and Cloud solutions for SaaS offering
- Cost-effective development teams with on and off-shore model
- Fast rock-solid deployment
- 24/7 Monitoring and Customer Support

# Client Benefits

- Lower overall cost for all of your ATG-related initiatives
- Faster project completion
- Higher quality and consistency
- Minimized risk of a failed project
- Clear communication with one technical and one functional lead as your point of contact
- Cutting edge techniques and best practices
- 24/7 Support and customer service

# Case Study 1:

## ATG Development for a leading electronic manufacturing company providing global online support

### Project Scope

- Integrating with Clarify Case Management system
- Migrating from Primus eServer to ATG 9.1
- Integrating ATG with LDAP and Single Sign-on
- Bug Fixing in ATG Knowledge and ATG Self-Service.
- Configuring and Tuning the ATG Search for creating catalog Index and Solution Index running into GB of size. Integrating ATG Search with customer facing application and Business user facing applications.
- Enhancement and change implementation of ATG Support central portal

### Tools and Techniques

- ATG Search - 9.1, ATG 9.1 on Web logic server
- ATG Knowledge and ATG Service 9.1
- BCC
- Eclipse, TOAD for Oracle
- Linux

### Solutions and Benefits

- Sterlite took ownership of an application that had been developed by other vendors using ATG Service and Self-service.
- The First phase involved bug fixing, Repository design and tuning, analyzing ATG application errors and linking them with Repositories and Oracle tables, migrating data from old ATG application 2007.x to ATG 9.1 and Oracle 10g.
- Correcting Repository design bugs and mapping Repositories with Oracle to facilitate proper data.
- Because of successful completion of the above we have been awarded Phase 2 of GPS and EMB ATG portal which is currently in progress.

# Case Study 2:

## Ownership of \$2M eCommerce application for a major retailer in the USA

### Project Scope

- Knowledge Transfer
- Perform GAP Analysis
- Create Design
- Review of the Existing Code
- Implement Changes
- Setting up Deployment and QA Platform
- Training of Onsite Resources on ATG

### Tools and Techniques

- ATG eCommerce platform 9.1, ATG B2CCommerce - 9.1
- ATG Search - 9.1, ATG Merchandising - 9.1
- DOJO Toolkit for AJAX support
- JBoss - 4.2.3 EAP,
- Oracle 10g Enterprise Edition
- Apache Web Server 2.2.x,
- RHEL 5
- JExcel API

### Solutions and Benefits

- Sterlite provided Knowledge transfer to achieve smooth transition from the existing vendor.
- Performed GAP analysis and Normalization of the requirements
- Functioned as the Lead Architect to visualize and complete the design and performed code review
- Integration of third party application with ATG eCommerce application
- Trained the onsite resources
- Setting up the deployment and QA platform
- Extended support from offshore for coding and code review



# Success Stories



MOTOROLA SOLUTIONS

MOTOROLA SOLUTIONS



PHILIPS



**KOHL'S**  
*That's more like it.*



**ORACLE**  
ATG WEB COMMERCE

# Contact Us

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