

CASE STUDY Retail & eCommerce

PROJECT DETAILS

- ▶ **CLIENT**
Cebon Apparel Limited
<http://www.cyberjammies.co.uk>
- ▶ Retail outlet for women's designer nightwear.

Business Case:

- ▶ **International-class eCommerce Web Site Development at Dramatically Reduced Cost**
- **Client Requirement**
Annet Technologies has been engaged by Cebon Apparel Limited (UK) to develop an elegant eCommerce web site to sell their specialized women's apparel.
- **Annet Business Solution**
 - Annet's Retail and eCommerce business-specific consultants and technologists/developers build an interactive site containing all eCommerce functionality (shopping cart, customer interface/data collection, and more).
 - Among the tools provided by Annet for the site:
 - Administration and controls to manage inventory of apparel on website.
 - Live, on-line, real-time sales and inventory reports securely accessible from any web browser.
 - Payment Gateway integration along side of Caladan personnel.

Technology Solution:

- ▶ **Technologies Employed**
 - ASP 2.0
 - HTML
 - JavaScript
 - Microsoft Access 2000

Services Performed:

- ▶ Complete application design and development (in ASP 2.0) of customer-facing web site.
- ▶ Development of entire backend eCommerce system.
- ▶ Implementation, testing, customization and on-going support/upgrade of site.

Business Benefits:

- ▶ Efficient & dynamic web-based system to control sales of apparel and also manage Inventory.
- ▶ Live, secure real-time reporting available over any browser.
- ▶ Online technical support for the website.