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LARGE EUROPEAN DIY RETAILER ENABLES
FAST, UNIFORM DATA ACCESS USING BIGMEMORY WITH WEBMETHODS

Billion DIY Retailer

Customer
The company is a €7 billion DIY retailer operating in 14 countries and one of the largest DIY retailers in the world with 38,000 employees.

Industry
Retail

Opportunity
- Needed: an online catalog for 100,000 products
- All 650+ branches are franchise partners with the ability to choose their own assortment out of the 100,000 items and assign their own pricing
- Current systems were not able to scale to calculate item availability and pricing per shop in real time out of the total set of more than 65 million potential combinations

Solution Set
BigMemory Max

Key Benefits
- Fast, uniform data access across multiple platforms
- In-memory management of consolidated data across multiple platforms
- Product-store combinations available online with localized pricing

CUSTOMER CENTRICITY
through
FULL CATALOG ACCESS

65+ million
PRODUCT/PRICING/AVAILABILITY
combinations available online

The Big Challenge:

Generate pricing, availability information and intelligent recommendations in real time across 40 million product/pricing/availability combinations.
A leading DIY retail chain in Europe with more than 650 branches in 11 countries was struggling with displaying their full assortment online, due to technical restrictions. This resulted in losing customers and sales as the customers would go to a competitor if they did not see an item online. Making this challenge even tougher: The retailer has a franchising organization that allows every branch to decide independently which items to offer and at what price. An assortment of 100,000 items and 650+ branches meant more than 65 million possible combinations. Their existing infrastructure could not handle this kind of scalability so the company decided to use BigMemory along with webMethods. Native integration between webMethods Integration Server and BigMemory reduced the implementation effort and helped to resolve customer issues faster, a big plus.

The solution architecture

BigMemory increases scalability, availability and performance of data used by the recommendation engine and search engine in real time. Relevant data stored in-memory accelerated rendering the web shops.

BigMemory & webMethods

BigMemory is shipped with webMethods. This integration reduces effort and time-to-market, a big reason why the retailer selected the solution.
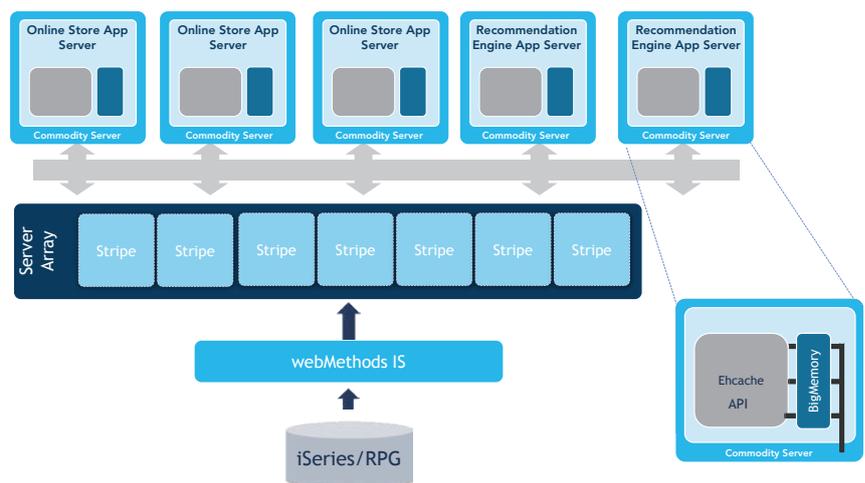
A webMethods adapter was used to pull data from mainframe and store it in BigMemory. All online applications accessed this data. The retailer extended the existing webMethods and BigMemory integration to build this solution.

Additionally, BigMemory can scale as the number of products and the number of branches grow without any impact on latency. And a single instance of BigMemory can be extended for use with other applications that integrate with webMethods.

The big results

Reduced customer attrition, increased revenues and strengthened competitive position—what could be better.

The solution also sets the stage for growth as more products and more branches can all be maintained in BigMemory. Additionally, more applications can offload data to in-memory to further improve performance in the e-commerce environment.

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