

Rapid Functionality Updates with Higher ROI through Dedicated ODC for the World's Largest e-marketplace

“**Successfully completed
58+ development projects in
2 years**”

Executive Summary

MindTree has developed an offshore development centre (ODC) for the world's largest online retailer. As an extension to the client's in-house teams, 120 dedicated consultants work on high-priority enhancement projects to quickly develop and test chunks of code and seamlessly integrate them with the existing system. Leveraging our expertise in the retail domain we have fast tracked the development process, which has given the client the power to flexibly and cost-effectively cater to user communities and make the website reflect the changing needs promptly.

The Client

The client is the world's largest online retailer with over USD 6 billion of revenue in 2006, 240+ million registered users, and 649,000 online stores worldwide selling over 50,000 categories of merchandise. It is the highest volume transactional web application in the world today. The Marketplace creates a powerful online platform for the auction-style and fixed-price sale of goods and services by a community of individuals and small businesses.

Business Situation

The Client has numerous user communities who request for changes and feature enhancements on its international sites regularly. It has in-house domain-aligned teams that carry out the required changes. To meet time-to-market deadlines efficiently and cost-effectively, and increase the focus of internal teams, the client decided to build an ODC with dedicated and flexible teams that can work on multiple retail domains at the same time.

The Challenges

The major challenges included:

- › Parallel development on the same source code
- › Seamlessly integrating the code developed by different vendors and in-house domain teams
- › Collaborating with distributed teams spread across the world
- › Faster re-deployment or ramp-up of resources based on project priorities and deadlines
- › Following strict SLAs and development guidelines

Rapid Functionality Updates with Higher ROI through Dedicated ODC for the World's Largest e-marketplace

“ With parallel development, new features are added on the site within days ”

“ Secure, stable, scalable site ensures increased revenue from satisfied online community ”

The Solution

Impressed by the efficient work done by MindTree in a pilot project with stringent guidelines and by our web application development capabilities, the client chose us as one of its offshore development centre. MindTree deployed a 120-member team that works continuously on projects starting from concept to go-live stage, both onsite and offshore. MindTree simultaneously handles 15 to 20 dynamic projects prioritized based on business criticality.

Employing our expertise in the retail sector, we add value to the entire range of the client's domains including Buying, Selling, Real-time Messaging, Trust and Safety, Shipping, Registration, etc.

The stages in the development process are: scoping, developing engineering requirement document, coding based on the client's standards, feature quality analysis, testing and bug fixing, merging with the existing source code, regression testing, and live-to-site. Our onsite engineers make sure that all the features are deployed perfectly.

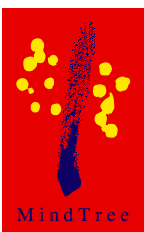
The Technology

- › Java and J2EE
- › Oracle
- › XSL
- › IBM WebSphere
- › Eclipse
- › XML Spy
- › Silk testing and automation tools
- › Several tools developed in-house by the client

Business Impact

The ODC has helped in:

- › Answering community needs efficiently as new functionalities go live-on-site within a short span of time
- › Increasing overall revenue with enriched end-user experience through stable and scalable site
- › Local development of India site from conceptualization to go-live
- › Quick ramp-up on the technical and functional aspects and re-deployment of resources as per project requirements
- › Flexibility to deploy development teams on multi-domain projects



ABOUT MINDTREE

MindTree is a global IT and R&D Services Company co-headquartered in the U.S. and India. With a passion for customer satisfaction, MindTree partners with its clients to create a transparent, value-based relationship. Our domain experts deliver business-enabling solutions by leveraging a consulting led, framework-based and IP-driven approach. MindTree's IT Services business provides a range of services to CIOs across a variety of industry segments. Our R&D Services business works with Technology companies to help build innovative products by providing Product Realization services.

USA | India | United Kingdom | Singapore | United Arab Emirates | Sweden | Germany | Japan | Australia