

ORACLE COMMERCE IMPLEMENTATION BEST PRACTICES

Balázs VARGA

Magyar Telekom - ATG SHARED SERVICE CENTRE

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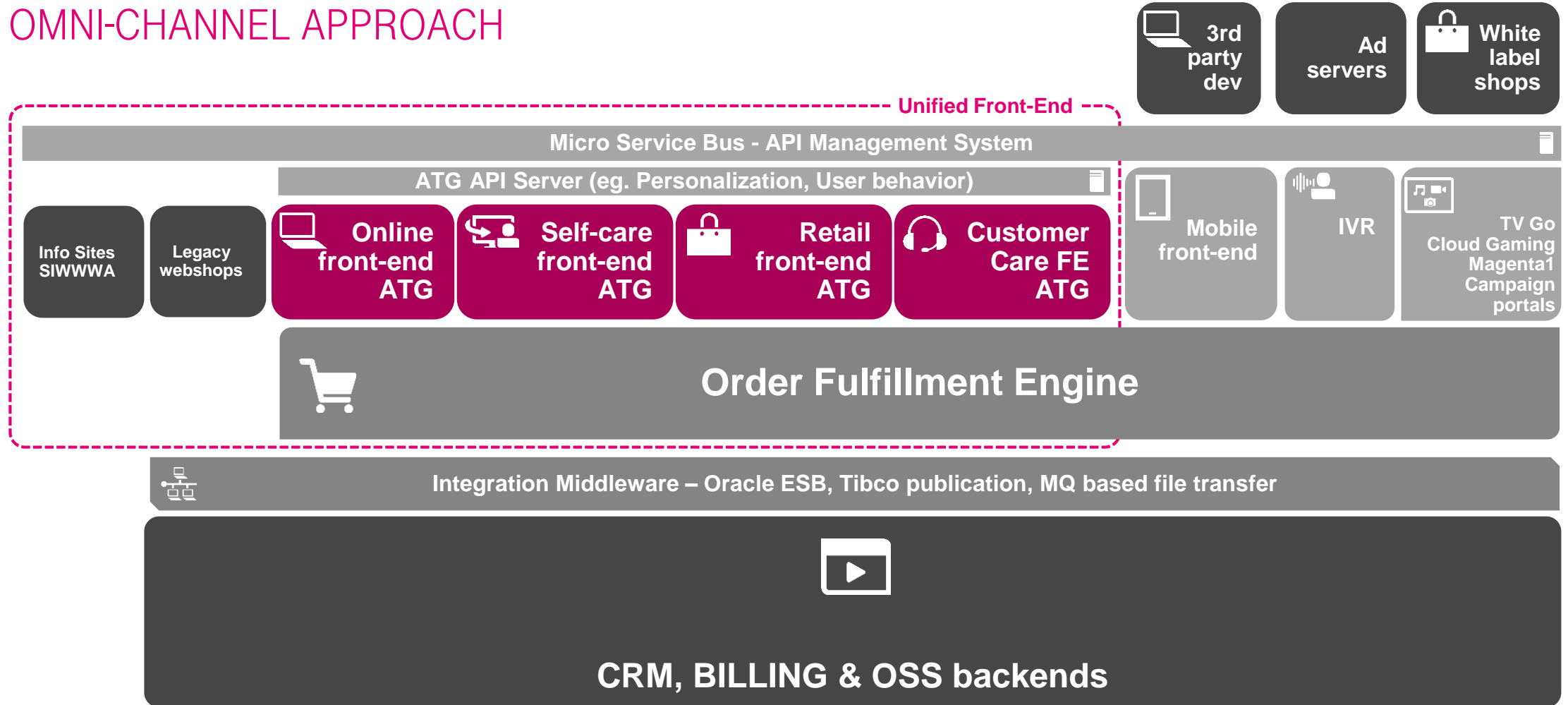
AGENDA

- High-level Frontend Overview
- Core Application Overview
- Integration
- Biggest Challenges
- Content Management
- BCC Component Stabilized
- Selfcare Framework
- HW Topology



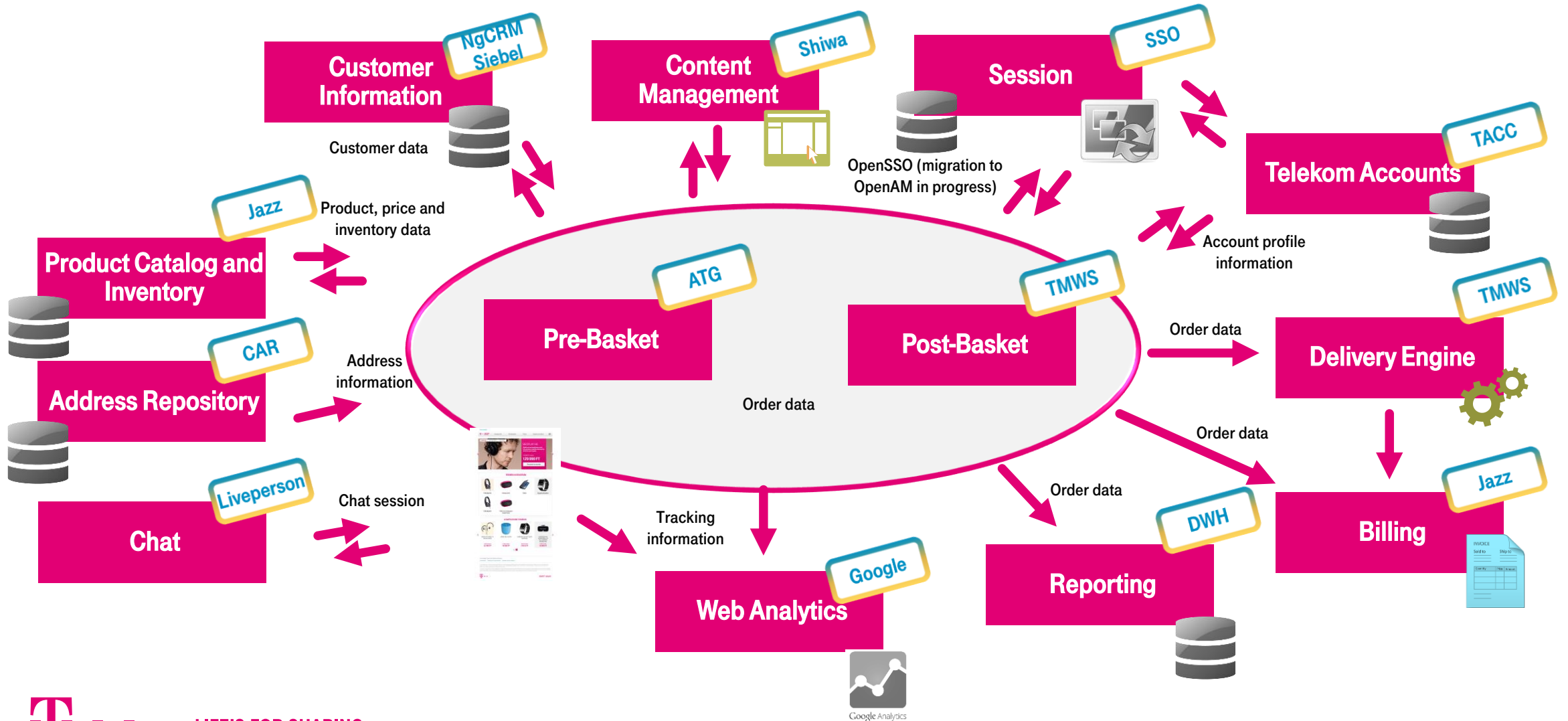
HIGH-LEVEL FRONTEND OVERVIEW

OMNI-CHANNEL APPROACH



CORE APPLICATION OVERVIEW

THE INTEGRATED SYSTEMS IN THE WEBSHOP



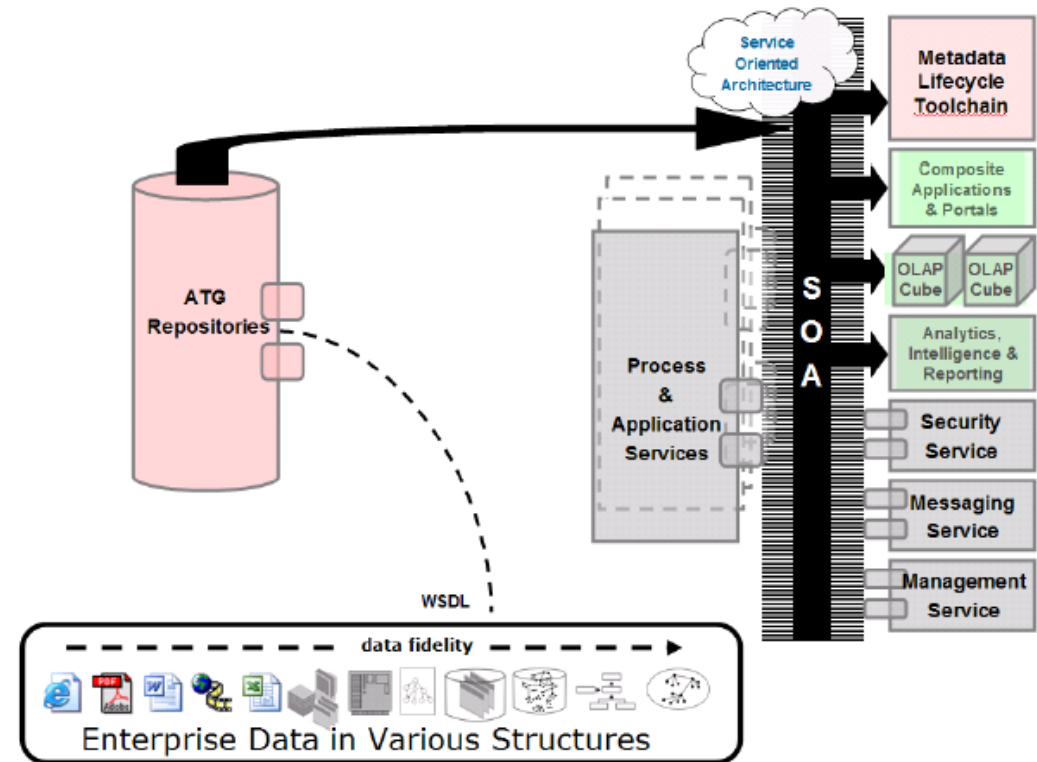
LIFE'S FOR SHARING



INTEGRATION

ATG DATA ANYWHERE ARCHITECTURE, ALLOWS ATG TO RETRIEVE DATA FROM THE MASTER SYSTEMS, THUS AVOIDING DUPLICATION OF INFORMATION AND REDUCING THE RISK FOR OPERATIONAL MISTAKES

- 31 legacy application
- 4 type of integration method (OSB, MQ, Tibco, REST API)
- More than 100 integration connection
- 3 type of Dependency (Synchronous, Asynchronous, Batch)



BIGGEST CHALLENGES

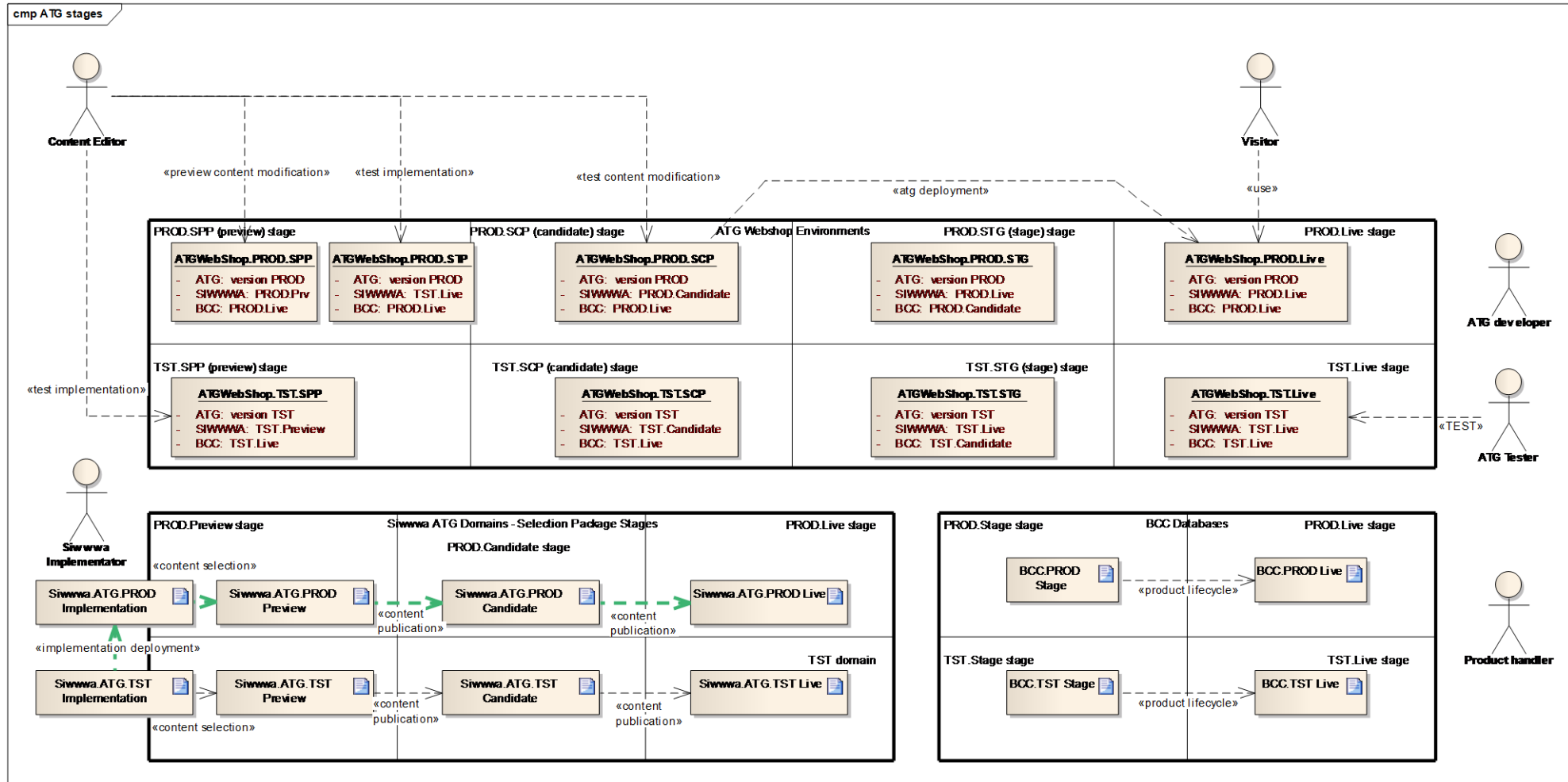
3 YEARS EXPERIENCE

SELFCARE DEVELOPMENT	CUSTOM CMS INTEGRATION	TELCO PRODUCT MODEL	ATG AND SIEBEL INTEGRATION	ATG REST APIS
<p>It was a technology question whether ATG platform is the right platform to implement non-ecommerce related functions, such as selfcare functions.</p>	<p>Not only technological question decide which CMS system should be introduced in future.</p>	<p>ATG product catalog is a general purpose webshop product catalog: not suitable for telecommunication products. Services are not part of the model.</p>	<p>In the past wasn't clear the technology background.</p>	<p>Greater demand for the extension.</p>



CONTENT MANAGEMENT

CUSTOM INTEGRATION WITH SIWWWA CMS. REAL-TIME CONTENT PUBLICATION W/O IT INVOLVMENT.



BCC COMPONENT STABILIZED

MT business enforced us to seriously change product model about 2 times per year. It caused lot of customization in BCC as well. **We had serious problems (stabilization and performance issues mainly) with BCC.** So we had a dedicated team to solve this issue in corporation with Oracle. We even successfully achieved to get hotfixes for some issues – where the solutions were postponed to later versions. Our experts can share their experiences with any NatCo.

- BCC SWAT team begun its activity on 11th of December, 2014 , formally finished its activity on 16th of Jan, 2015
- We involved business and IT operations and had a short demand collecting phase first
- We collected 24 problems, complaints in terms of BCC
 - 15 of them are already shipped in LIVE environment
 - 9 of them were dropped

1. Promotion importer
2. Recalculate
3. T-Pont importer
4. Image uploading
5. Endeca baseline index
6. Stucked in projects in BCC
7. Exceptions in logs
8. Server restarts
9. Speed up project publication
10. Sitemap generator
11. Repository config problem
12. BCC deploy takeover by BE servers
13. Emailing ITOPS - redundancy occurs
14. Manual/automatic project overtake
15. List handling problem in ATG OOTB



SELFCARE FRAMEWORK

CUSTOM DEVELOPMENT MADE BY OUR EXPERTS

■ Authorization module

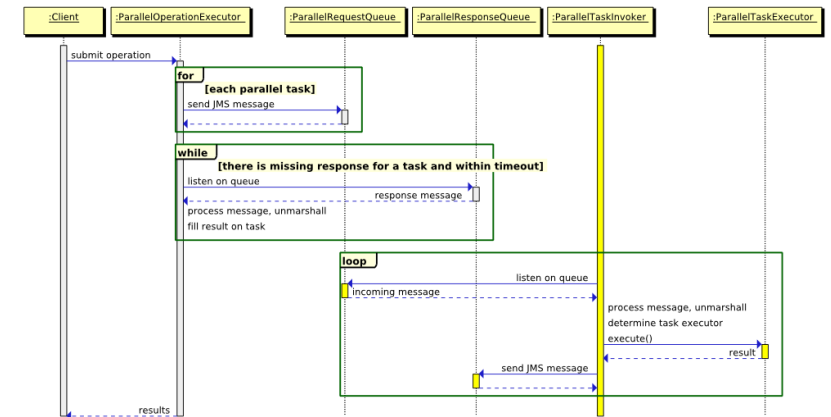
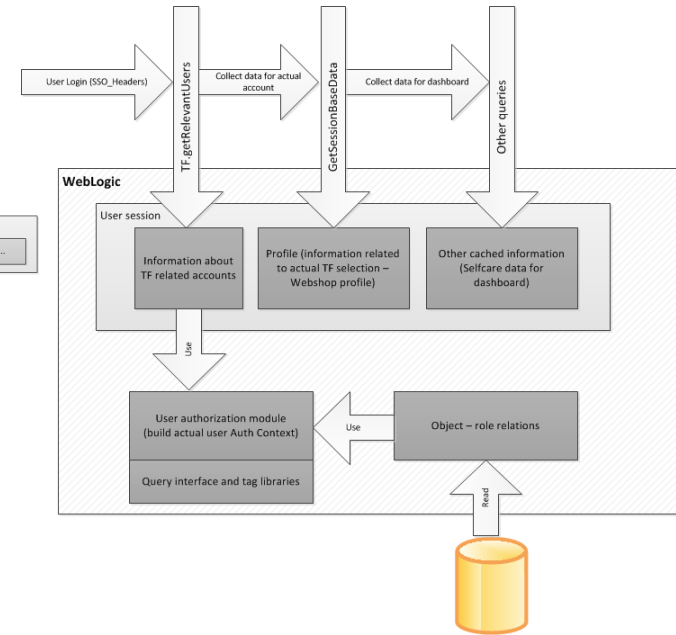
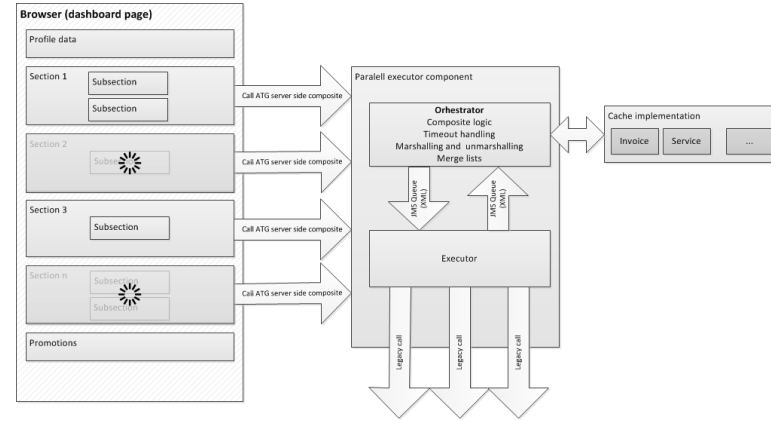
- Centralized authorization repository in database
- Gather information into session during processing pipeline
- Change profile information when selected service changed
- Provide queries and tag libraries for user authentication
- Change owner of order (basket) when necessary

■ Lazy loaded session Scope Repository

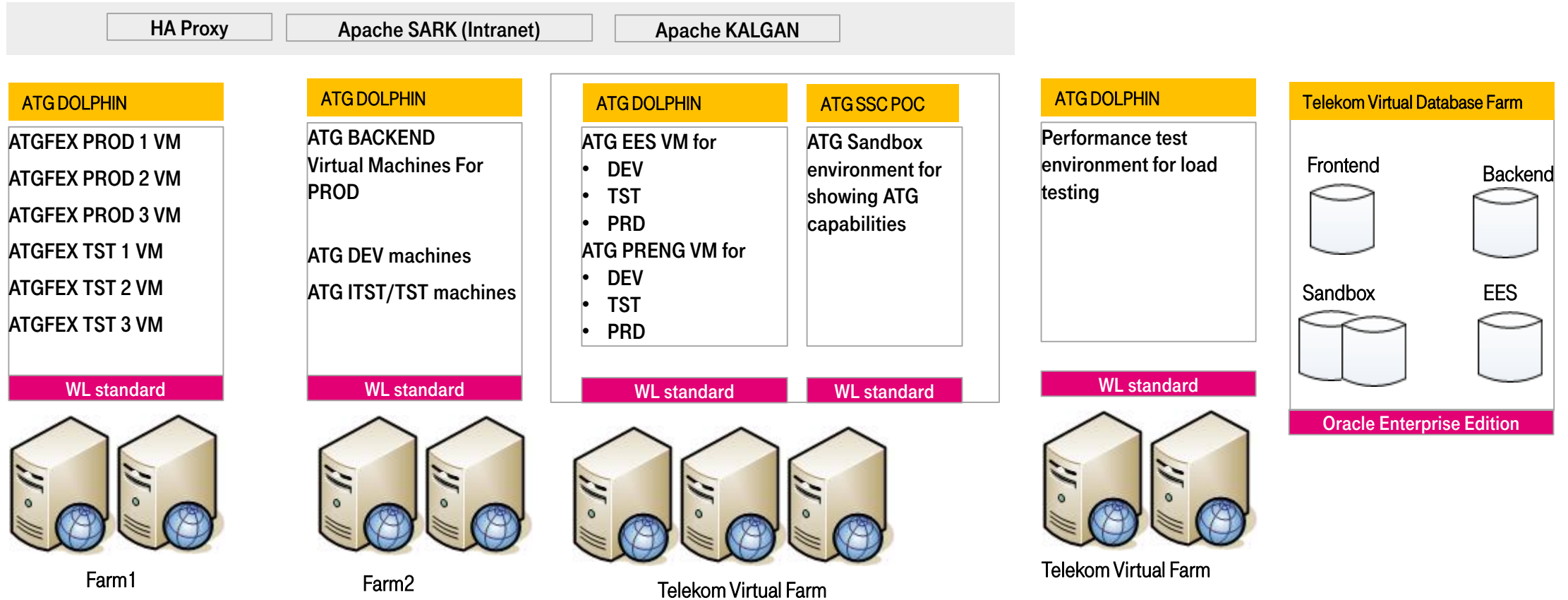
- We can load lazy mode multi-valued property items and query result sets in order to minimize database access and enhance application performance.
- The functionality of the selfcare framework is based largely on the session scoped repository which stores the business entities needed for selfcare functionality. The entities are stored in the repository redundantly, since the stored entity hierarchy is connected to the session which uses the entities. The repository is not persisted in any way, it contains **transient** data only: when the session is closed, the belonging part of the entity repository must be deleted

■ Parallel Execution Framework

- Display big page(s) with many content block that view informations from numerous legacy systems. Page load time KPI is 3 sec.
- If one or more legacy system is down the page even appear with warnings.
- Personalized promotions should appear to customers



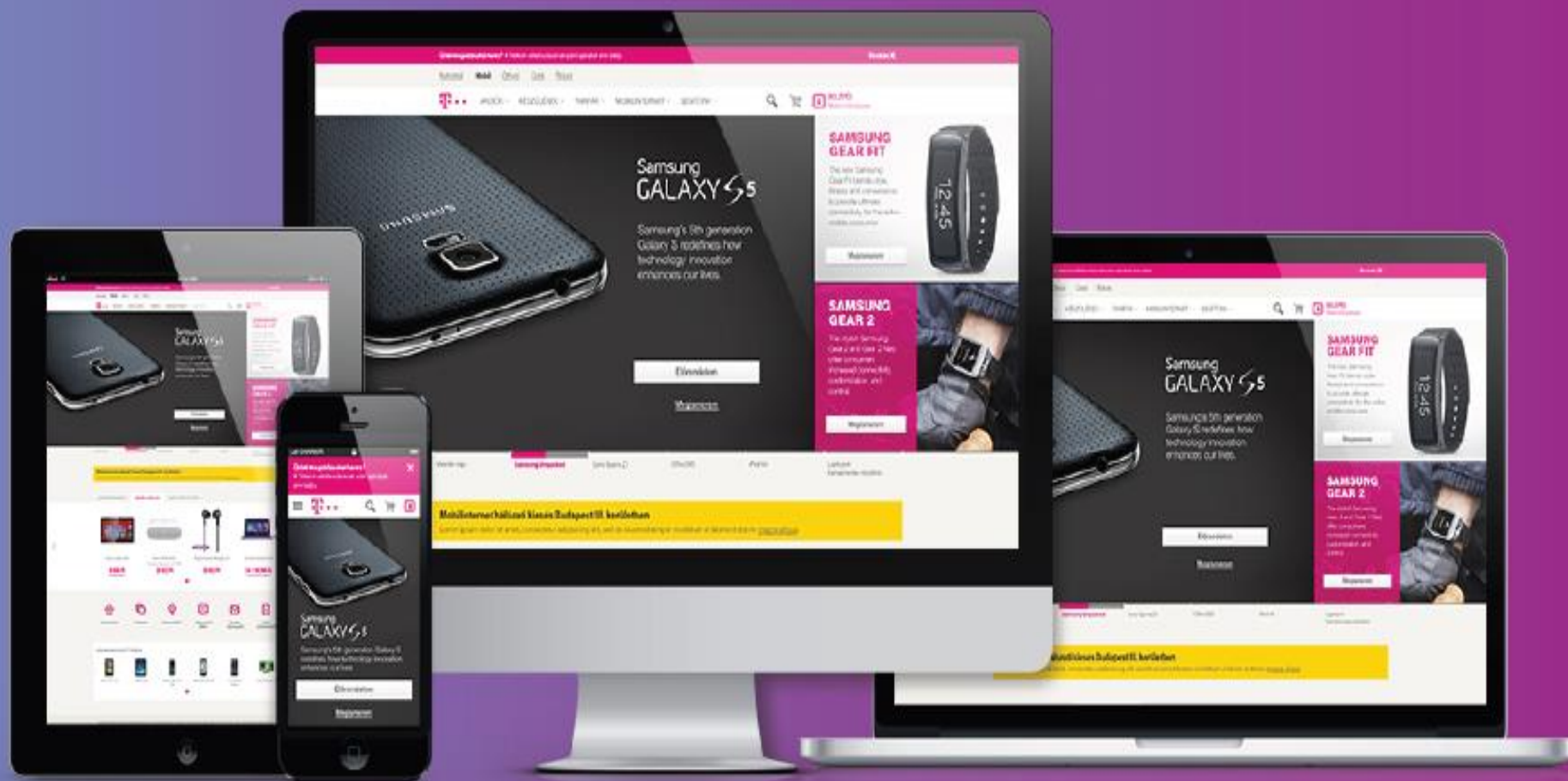
HW TOPOLOGY MAP



Q&A



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THANK YOU