

Our client:



The Schwarz Group is the third largest food retailing group in Germany and operates branches in another 20 countries. In the fall of 2007 the subsidiary SCHWARZ E-Commerce was assigned the task of building up the online mail order business. In addition to a high performance Web shop including a mail order ERP system, the key assignment areas consisted of bringing the logistics area to life, setting up a call center and establishing customer service.

mgm technology partners was selected as the development partner for the Web shop, and tasked with the realization of a scalable, multi-client and internationally deployable overall system. The Webshop Framework from mgm technology partners formed the technical foundation. The project integrated this foundation with the selected mail order ERP solution, producing a high-performance and reliable overall system. The fixed price project was completed within the specified timeframe.

Convenient and reliable shopping online: mgm technology partners and SCHWARZ E-Commerce put the Lidl Shop into production

The mgm Webshop Framework forms the technical basis

Not all shops are created equal, not even on the Internet. The business type, product turnover and order quantities, product range structure, price management and selected sales channel call for various accentuations or selection criteria for the technology deployed.

Lidl's online business must be just as reliable, simple, and swift as in the Lidl supermarkets, even when several thousand customers are surfing their way through the Web shop simultaneously during peak periods. Many customers are attracted by promotional items that are offered in weekly intervals - after first being advertised in flyers distributed throughout Germany in the tens of millions.

About the project: After comparing various shop systems, Schwarz E-Commerce selected the mgm Webshop Framework as the technical basis for individual development, instead of a standard shop system already available on the market. On the basis of the measurements that were made and the use cases that were explored initially, the mgm components covered the requirements for Lidl's

high-volume business in a demonstrably optimal manner:

■ Online presentation of the product range

Thanks to a Model-View-Controller (MVC) architecture, the mgm Webshop provides an especially flexible presentation of the product range. With the help of an administration interface (CMS) realized as a Web 2.0 application, product managers can make changes themselves.

■ Shopping cart and ordering

The bundled experience of countless projects entered into the mgm Webshop, in order to achieve the customer specific implementation of shopping carts, ordering processes, delivery costs and payment systems.

■ Suitable for high-volume business

Some shop systems require extreme amounts of hardware in order to achieve high performance. But not the mgm Webshop: the benchmark conducted showed that the Webshop needs only a fraction of the hardware used by the competition.

■ Quality and open standards

* This reference has been officially confirmed by SCHWARZ E-Commerce.

The Webshop is based on approved standard technologies when it comes to surface design and searching, development language as well as database and data access concepts. In order to be deployed in the Lidl shop the chosen components had been proven in practice, already, considering online business requirements.

"With eight months to complete the project, we had to be certain to deploy the right technologies," reports Matthias Weber, Managing Director of SCHWARZ E-Commerce. "What was even more important, however, was to work with professionals with a genuine understanding of online business and of their clients."

Automated quality assurance guarantees functional reliability and failsafe operational performance.

Since the shop's production start, changes and additions have been made to the shop on an almost daily basis. One step taken in order to achieve high online service quality was to use the integrated mgm QA Toolset for Web applications. It provides almost complete automation of the technical quality assurance measures.

The toolset comprises modules for

- Function tests,
- Load and performance tests,
- Build and deployment tests, as well as
- Integration tests.

The technical quality management is supplemented by evaluations of the shop utilization by the customers for product management, in order to

The screenshot shows the Lidl online shop interface. At the top, there's a navigation bar with 'Lidl-Shop', 'Reisen', 'Blumen', 'Fotos', and 'Lidl.de'. Below this is a banner for 'lidl-shop.de - Einfach online einkaufen!' with several category tiles: 'Kleine Küchenhelfer', 'Freude am Auto', 'Haus und Garten', and 'Fitness'. A search bar is visible on the right. The main content area features a large image of a child in a chef's hat with the text 'KLEINE KÜCHENHELPER' and 'Alle Artikel solange der Vorrat reicht'. To the right of the main image is a 'Mein Warenkorb' (My Cart) section showing '2 Stück' for '€ 99.98'. Below the cart are sections for 'Anmeldung' (Login) and 'Unsere Highlights' (Our Highlights).

support decisions related to online shelf space optimization.

mgm technology partners remains long-term development partner

"It is quite simple, really: when you have found a partner, who is reliable, even if there are sometimes glitches that have to be ironed out, you don't look any further afield. This is especially true in IT, and therefore mgm will remain our preferred partner," Matthias Weber concludes.

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