# hp process manager

# LetsBuyIt.com

# case study

award-winning
**hp process manage**r,
the new name for
**hp changengine**

**hp**
*invent*

## co-buying – a retail revolution

LetsBuyIt.com operates on the principal of co-buying; a concept that has been in existence for centuries but which has been adapted for today's preferred shopping medium – the Internet. Co-buying brings together a group of people who want to buy the same product so that negotiating and purchasing power can be leveraged to reduce prices. LetsBuyIt.com then secures the product on preferential terms from suppliers and manufacturers.

The company offers everything from kitchen appliances and home entertainment systems to holidays.

## forging the way in the e-commerce revolution

LetsBuyIt.com has 'revolutionised' the current Internet revolution and is taking the world by storm. This Internet start-up which sells quality, discounted items via the web was launched on April 13th 1999. Since then the company has expanded from its native Sweden to the rest of the Nordic region, UK, Germany, Austria and Switzerland.

## customer service excellence – the key differentiator

There are many online e-commerce sites offering competitive rates for brand name goods and services. All have a smart front end to attract customers to their sites but little back end integration to ensure that orders are fulfilled. This often results in excessive delays, inaccurate billing and lost orders. This problem is commonly known as 'the web façade'.

At LetsBuyIt.com, customer service excellence is critical to their success. They are keen to differentiate themselves from these other sites and they believe that they have achieved this through listening and responding quickly to their customer's needs.

LetsBuyIt.com use HP Process Manager for the Promotions Management process in order to link LetsBuyIt.com with its suppliers and logistics partners. The Promotions Management process is critical in securing better quality goods at low cost prices and ensuring that items are in stock when required by the customer. If there is a sudden surge in demand for popular promotional items, then suppliers and the logistics team can be notified and additional stock delivered promptly. By providing this level of service, LetsBuyIt.com's customers are not affected by delays in receiving goods – a problem that is common to other websites. For LetsBuyIt.com, HP Process Manager ensures efficiency and quality behind the web façade.

**"I worked with a number of fairly big Internet projects and I have never seen this done before. We have mapped all the processes that we have and we are trying to automate them all,"** says Jan-Erik Gustavsson, CTO at LetsBuyIt.com.

## complete end-to-end process management

The process automation enabled by HP Process Manager allows LetsBuyIt.com to reduce costs, improve quality, reduce lead times and respond rapidly to the ever-changing retail sector. The prototype solution was created in days but the benefits were visible immediately. **"HP Process Manager allows us to integrate applications, integrate communications to our partners and to co-ordinate activities and create customer interfaces,"** observes Gustavssson.

In an environment where customer service excellence is key, the ability to track the status of any process is critical. HP Process Manager allows LetsBuyIt.com to graphically track the status of any promotional item and at any stage. If a step in the process requires a fax to be sent to a supplier, then the employee will be prompted to do so. Only when this step has been completed will the process move onto the next stage. **"The system will not give up,"** says Gustavsson. **"You are forced to send the fax!"**

## "the best product"

**"We looked at many different products but concluded that HP Process Manager was the best product for our purposes,"** says Gustavsson. **"As regards the technical platform, the choice was easy too. HP is the leader in the construction of infrastructure for business-critical solutions."**
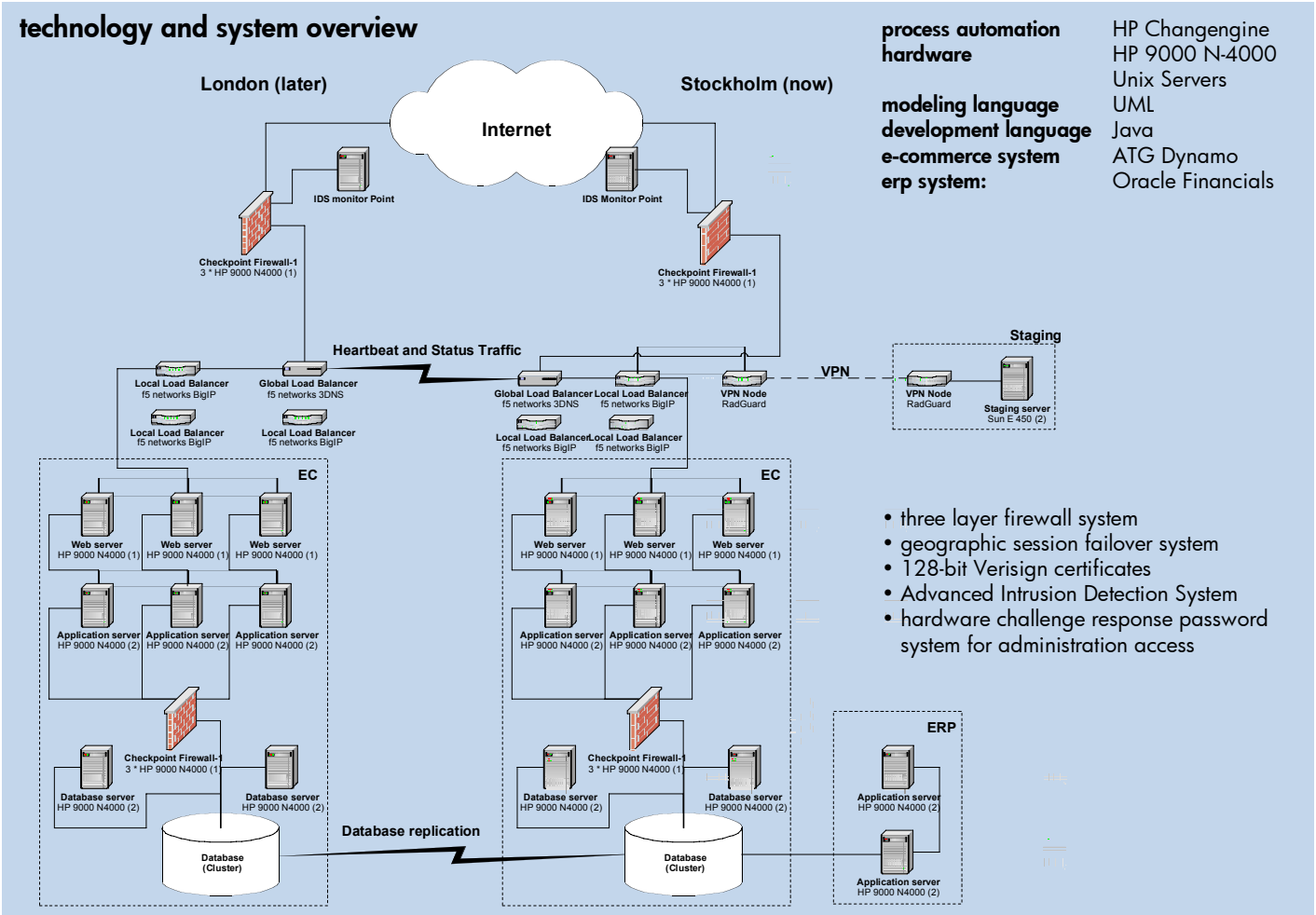
## power to the customers

The systems at LetsBuyIt.com need to be agile enough to respond quickly to the changing business climate. Gustavsson comments, **"The average margin that we have is 6% so we have to be very efficient. We need to quickly scale our business processes."** The Business Console in HP Process Manager allows the company to monitor its efficiency in its key target areas. The Business Console operates in real-time and highlights bottlenecks in the company's operation as they arise. Issues can be anticipated and rectified before they escalate. In a company that receives thousands of requests per day, this level of control is critical.

**"I need to give our customers adaptability and flexibility to give them what they want,"** says Gustavsson. **"The future customer is going to demand his/her own processes. They are not going to settle for browsing a catalogue and clicking on a shopping basket. They want to browse, go away, come back to the same site, discuss with other customers and perhaps shop."**
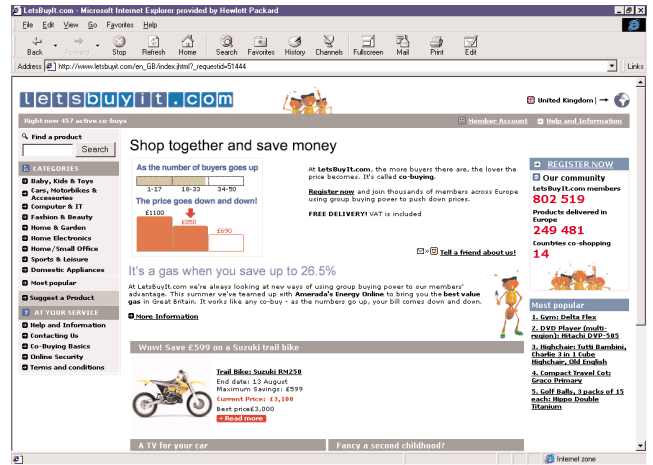
## power to the employees

HP Process Manager is also user friendly. Work items are distributed to employees either via email or through a web browser. The web forms are pre-populated with information that is up-to-date. Additional information may need to be added into a field. Once this is done, a simple 'click' of the mouse ensures that the item moves onto the next stage of the process. Process management is key to the philosophy of LetsBuyIt.com. By ensuring that all employees are following the same standard procedures, the company can remain efficient and competitive. The flexibility of HP Process Manager means that the technology can be moulded to fit in with the organisation's requirements, rather than implementing 'out of the box' solutions that are inflexible.

## technology and system overview



**process automation** — HP Changengine
**hardware** — HP 9000 N-4000
Unix Servers

**modeling language** — UML
**development language** — Java
**e-commerce system** — ATG Dynamo
**erp system:** — Oracle Financials

- three layer firewall system
- geographic session failover system
- 128-bit Verisign certificates
- Advanced Intrusion Detection System
- hardware challenge response password system for administration access

**"We want people (employees) to work this way because we want people to follow our own logic,"** says Gustavsson.

The web forms are automatically created in HP Process Manager. They can however also be customised to show corporate logos, designs and colours. **"We designed the forms ourselves, so we can make them look how we want,"** says Gustavsson.

## technology benefits

HP Process Manager has provided the backbone to the success of LetsBuyIt.com. It has provided the following technology benefits:

- Stand alone process management
- Flexibility of the system to adapt to changes in the business
- General purpose tool

- Independent middleware connectivity (which allows applications to be separated from processes)
- 100% commitment and support from Hewlett-Packard
- Proven and robust technology
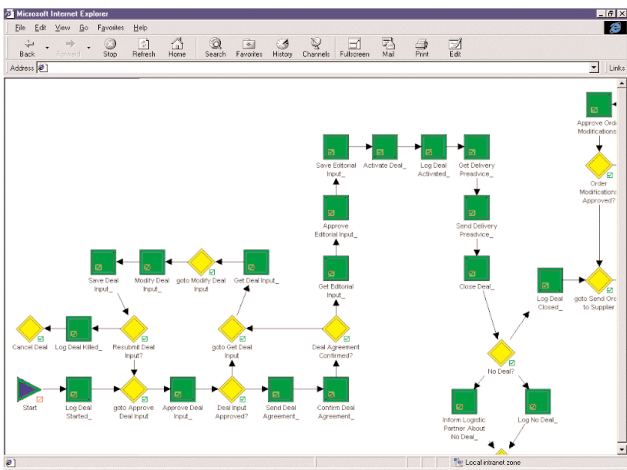- Focused on industry standards

## the future for LetsBuyIt.com

The future for LetsBuyIt.com is to completely revolutionise Internet Shopping as we know it. It will only be a matter of time before the whole world wakes up to this Internet start-up that has handed purchasing power back to those that really matter – the consumer.

## www.hp.com/go/e-process