



Client	Telco Sector
Project	WeKnow B2B
Cybercom Role	Solution Design, Delivery & Support
Duration	Continuing Roll-Out (12+months)

A B2B Model within WebSphere Commerce

The Solution

A Greenfield out-of-the-box B2B WebSphere Commerce project with customisation of relevant components.

A SonyEricsson project targeting product base information to retailers. Currently in operation in 20 countries and continuously rolled-out to further countries where Sony Ericsson has a presence.

Main usage for portal is to provide tailor made detailed product information targeting retailers around the globe and also to provide a one-stop shop for point-of-sale material where the Commerce components are used.



Key Components

Implemented as a WebSphere Commerce 'hosted hub' which provides :

- common administration layer
- common catalogue
- each country site is tailored via 'contractual' filters - differing workflow, different sets of products, promotions and descriptions
- generic solution used in all countries but with possibility to customise important areas of different local markets
- language support is added in a separate layer to facilitate ease of adaption to new languages and also allow for multiple languages in certain countries