



# Creation of Low-Touch Process with Development of Oracle ATG Based Applications Leading to Lesser Order Issues



## Insight

A prominent educational entertainment and electronics company aimed to build and deploy dynamic, personalized Oracle ATG web commerce applications for the web and other communication channels.

Forsys offered Java-driven application development services for the client's requirement for Oracle ATG applications, which included assembling applications out of component beans (based on standard ATG classes or custom Java classes) by linking them together through configuration files in Nucleus and ATG's open object framework. This enabled the client to reduce the manual touchpoints and costs, and improve the service quality.



### Industry

Manufacturing



### Revenue

\$300+ M



### Employees

500+



### Headquarters

California, US

## Business Challenge

Due to the frequent order issues, the client was looking to implement a stable digital commerce platform. They needed to build Oracle ATG based applications that enabled resource utilization and empowered teams to focus on critical tasks.

# Transformation Journey

Forsys, as a specialized partner, designed and established a roadmap for the client's requirements for Oracle ATG applications. We used Java and other relevant programming languages to build the applications.

The key highlights of the approach to application development:

- Assembling apps out of component beans (based on standard ATG classes or custom Java classes).
- Linking apps together through configuration files in Nucleus, ATG's open object framework.
- Automation of different processes to reduce manual touchpoints & maintain data accuracy in real-time.
- Maintaining fast image uploads and faster page loads
- Implementation of war rooms to support rapid issue resolution.
- Integration of sales channels (like web, phone, and other communication channels) to make customer related data accessible.

## Impact



**Built a low touch process.**



**Service quality improvement.**



**Higher cost savings.**



**Reduction in order issues.**



## About the Client

The client is an education innovator and a leading developer of educational entertainment for children. Its award-winning product portfolio is designed to help every child achieve their full potential by delivering best-in-class curriculum through engaging and technology-based platforms, content and toys.

## Solution Components

Java, Oracle ATG