



Ganini Case Reference

Ganini's Solutions for Retail Integration

Customer: Odimo Incorporated

Web Site: www.odimo.com

Customer Size: 60 Employees

Location: Sunrise, Florida USA

Industry: Retail

Customer Profile:

Odimo Incorporated is a premier online retailer of the most sought after, current brand name watches and luxury goods, operating two websites, ashford.com and worldofwatches.com.

Software and Services:

- Microsoft BizTalk 2004
- Microsoft .NET Framework 2.0
- Microsoft SharePoint 2003
- Microsoft SQL 2005 Integration

Hardware:

- Dell PowerEdge Servers
- Foundry Networks

For More Information Call:

Frank Galarraga
(757) 315-8217

"The Ganini team has shown technical know-how and exceptional collaboration to finish any challenges undertaken. Ganini is a true partner and always steps in to provide the right solutions for Odimo."

*Jeff Kornblum, CEO
Odimo Incorporated*

The Challenge

Odimo required a technology partner with expertise in system integration, database administration, application development and strong project management to analyze, develop, deploy and maintain their ecommerce systems.

One critical project was to upgrade the system for updating catalogs and inventory to Odimo's prominent affiliates such as MSN, Yahoo, Google and Amazon. The system was depending on manual intervention on a daily basis, resulting in loss of productivity and slow updates. "We were not completely capitalizing on the opportunities presented to us by partners because we were not 100% confident in our catalog delivery system," said Jeff Kornblum, CEO, Odimo Incorporated. "Ganini upgraded our catalog delivery system and gave us the confidence to go after partnerships and business aggressively with positive results to the bottom line."

In addition, Ganini assisted Odimo with the implementation of Google Checkout. Odimo was chosen to be included in the beta period of the project. Completing the Google integration gave Odimo ecommerce sites ashford.com and worldofwatches.com a large competitive advantage over its competition.

The Solution

Ganini successfully migrated Odimo's feed process from a combination of Windows Services and Microsoft SQL 2000 DTS to Microsoft SQL 2005 Integration Services. The feeds pull from the production inventory system and extract catalog data to send to different affiliates such as Amazon, MSN, Yahoo and Google. "Ganini has ensured that the catalog feed system and other feeds are solid" said George Grous, CTO.

Ganini assisted Odimo to implementing Google Checkout during the beta phase of the Google project. Odimo was chosen by Google to be one of the first ecommerce sites to implement Google Checkout. Ganini added Google Checkout to ashford.com and worldofwatches.com by developing new web



Ganini
www.ganini.com
(954) 376-3287
10060 Grove Lane
Cooper City, FL 33328

About Ganini:

Ganini provides technology products and services for today's global businesses. Ganini provides products that span such verticals as agriculture, the leather industry and multichannel retail. In addition, Ganini specializes in business to business application integration, custom application development, IT strategic and operations planning, database management and other leading software technologies. Ganini's team consists of experienced developers and managers working together to help clients meet today's business challenges.

Ganini

www.ganini.com
(954) 376-3287
10060 Grove Lane
Cooper City, FL 33328



services for the project and integrating Google Checkout with the current Microsoft BizTalk 2004 environment.

The entire project was completed in less than 45 days and delivered on time and on budget. "Ganini did this in less than a month and because of our integration partner's commitment and dedication, Odimo could participate in the Google Checkout launch and PR campaign," said Kornblum. "Ganini helped Odimo realize exceptional value from the money spent on Google advertising."

The Benefits

Well-planned Integration, development and management of an ecommerce platform based on industry experience from Ganini provided support for Odimo to realize several business goals. According to Grous, making a comprehensive analysis of the current systems is critical in developing an integration program. "Ganini provided the stability of service when Odimo was challenged with staff attrition and consolidation", said Grous. "Ganini stepped in and helped in maintaining and developing new functionality." In addition to stability, the solutions decreased costs and increased efficiencies.

Ganini's outsourcing effort have decreased support cost considerably at a time when Odimo was challenged with maintaining a solid bottom line. Another benefit has been that Odimo now has much better control over its interactions and operations with its partners.

Ganini provided the development and maintenance of the Microsoft BizTalk 2004 Environment for all the transactions between the company and its partners such as Shop.com, Amazon and Google. "Odimo has benefited from maintaining exceptional relationships with our partners," said Grous. "Ganini ensured that there were no orders missing or getting in to any kind of dispute with partner. This system integrated smoothly with existing back office."

"The successful roll out of Google Checkout involved Ganini's unparalleled understanding of the new Google Checkout beta API, commitment to working closely with both Google and Odimo and expert knowledge of web services, BizTalk, and SQL server." George Grous, CTO, Odimo Incorporated

"The way Ganini handled the complete integration shows the maturity of this company."

*George Grous, CTO
Odimo Incorporated*