

Project Note

# EAI for a Retail Information System



All information is now made available thanks to the use of modeling tools and its publication on the Intranet. Moreover, the business departments and the IT project group share and rely on an up-to-date business model at all times.

## Task

Given its high unit numbers, large number of products and small margins, this customer's retail business unit was forced to make decisions with ever increasing speed and respond to market changes ever more efficiently. However, business information and control parameters were distributed over a variety of systems, some in new applications, some in standard products and legacy systems. To ensure quick response, these items of information and parameters had to be integrated. In addition, the flows of information within the group had to be standardised. As a national branch company, our customer wanted to meet these needs without having to adapt its specifically Swiss business processes and data.

## Implementation

The requirements to be met by the new retail information and management system were deduced from the business processes.

With the EAI architecture that was developed, the business were then implemented and optimized. The BizTalk server was used as the central integration platform. It allows business processes to be flexibly depicted and the systems involved to be integrated by means of parameterized data transformations. To care for the data holdings and the control variables, two Web applications were developed, one for the Intranet and one for the Extranet. The system was implemented on the .NET platform, ensuring an efficient implementation of business rules.

## Technical Data

Software architecture:  
.NET

Programming language:  
C#, ASP.NET

EAI server: BizTalk  
Server

Database: SQL Server,  
ADO.NET

Platform: Windows

## Customer Benefits

- Europe-wide integration with a retention of local flexibility and specifically Swiss business processes.
- Data exchange between the various local applications already in existence and the group systems.
- Efficient implementation of the processes required by business thanks to professional requirements and business engineering.
- Simple integration of future systems through the use of the BizTalk server.



Zühlke Engineering AG  
Wiesenstrasse 10a  
8952 Schlieren (Zurich)  
Switzerland

Phone +41 44 733 6611  
Fax +41 44 733 6612  
info@zuehlke.com  
www.zuehlke.com