

# SVP Worldwide

**AN IBM WEBSHERE COMMERCE +  
JD EDWARDS INTEGRATION SUCCESS STORY**



## ABOUT SVP WORLDWIDE

SVP Worldwide is the global leader in supplying sewing machines, paraphernalia and expertise to other businesses. This B2B distributor provides major brands including Singer, Viking and Phaff to everyone from single-location dealers to companies with multiple locations across the United States and Europe. This wide range of customers meant that SVP's eCommerce site needed to provide a number of countries with specified products, all presented in the appropriate language and currency.



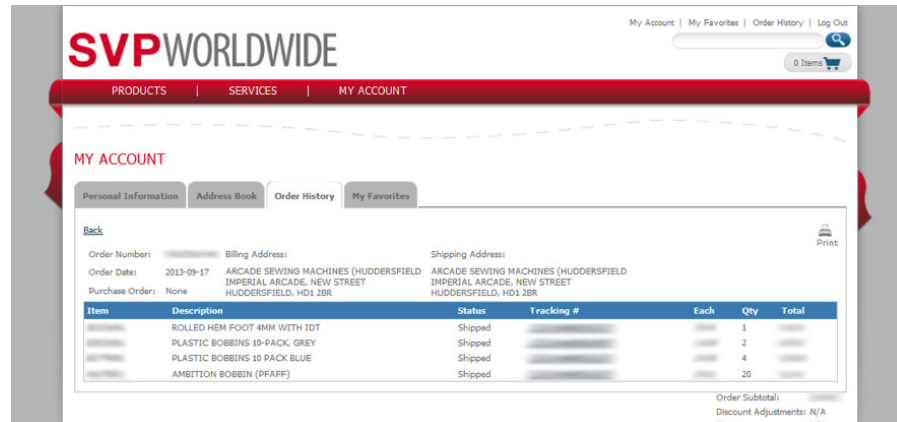
## THE BUSINESS CHALLENGE

When SVP was beginning the European sector of their eCommerce project, they were running an older, unstable program that caused inconvenient downtime and cost them revenue. The challenge in updating this system was that the product line was being sold into a dozen countries, all with various languages and currencies, which had to be filtered based on location. Most dealers operated within a parent-child relationship, wherein an individual site could order for both themselves and their child locations. Additionally, each dealer was contractually allowed to distribute certain brands in certain countries. All of these specifics needed to be filtered precisely based on which dealer was signing into the SVP Worldwide site.



## THE BRITESKIES SOLUTION

This challenge was a perfect example of the expertise of systems integration found at Briteskies. Considering the many variables presented by SVP, IBM WebSphere Commerce was the appropriate platform for the job. While WebSphere Commerce supported the eCommerce site, all back-end ERP was executed in JD Edwards. The two systems communicate through the MQ pipeline, using XML documents as opposed to direct contact. This integration means data is never lost, and sales representatives, distributors, manufacturers, and retailers no longer needed to enter data manually. The robust capabilities of these systems combined with the knowledge and experience found at Briteskies provided SVP Worldwide with a large, stable system that improves the shopping experience for their customers.





## THE RESULT

After Briteskies executed their solution, SVP had a streamlined eCommerce system that requires virtually no manual maintenance and allows for greater flexibility when it comes to dealers. Product filtering is based on who is logging into the site, and parent companies are able to filter what each of their subsequent sites has access to. Customer and catalog maintenance occurs within JD Edwards, thereby eliminating the need for a developer, saving time and money. Additionally, JD Edwards is able to upgrade without affecting the stability of WebSphere Commerce. This integration approach allowed JDE to be upgraded from A7.3 to A9.3 without reengineering the interfaces between WCS and JDE, meaning near zero downtime and no missed sales. Through expertise and the appropriate implementation of the integration system, Briteskies was able to provide SVP Worldwide with a premier solution.



## ABOUT BRITESKIES

Briteskies works with merchants to seamlessly develop eCommerce solutions for B2B or B2C sites. If you are looking to implement a new eCommerce environment, upgrade your current eCommerce site, or need to integrate with your back office systems, our certified consultants have the functional technical expertise to assist you in achieving your business goals.

We are proud to be a Magento Professional Partner, an IBM Advanced Business Partner, and an Oracle Gold Partner. Our talented team consists of certified developers in Magento, JD Edwards, and WebSphere Commerce, as well as IBM i Application Specialists.

## CONTACT BRITESKIES

216.369.3600 | [info@briteskies.com](mailto:info@briteskies.com)

[www.briteskies.com](http://www.briteskies.com)

2306 West 17<sup>th</sup> Street, Suite 1  
Cleveland, Ohio 44113