

Linux Business Adoption Award 2005

# MERIT AWARD WINNER

Category A1 Enterprise Business Application

Category A3 Industry Based Application

featured by

ADP Pentagon Pets Limited



## COMPANY BACKGROUND

With 6 pet stores across Hong Kong, ADP Pentagon Pets Ltd. uses pets as a theme and provides great variety of pet products and services. The distinguishing feature of the stores is different pets' items are allocated into different zones to provide the highest convenience for the customers. It also promotes high quality of life and sense of taste.

## BUSINESS OBJECTIVE AND MOTIVATION OF IMPLEMENTING LINUX SOLUTIONS

The solution is comprehensive for retail chain stores in three aspects. They are:

- Kiosk for customers to understand our products
- Line Shopping Enhancement
- Hands-on of house training media for upgrading product knowledge and competence of sales staff

This implementation establishes a stable operation system for web application. With an Open Source platform, it enhances further development.

By applying this solution, operation system upgrade can be done in a cost saving way. Besides, product catalogue has been built to handle nearly sixty thousands of product cost effectively.

# IMPLEMENTATION STRATEGY

Selection of Linux for the application not only secures and stabilizes high performance but also helps in keeping minimum operation and development cost. As Linux is an open source operating system with support from our vendor and Internet shared knowledge base, in pursuit of better cost control and maintenance of high competitive advantages, continue to implement more and more application on Linux in the future is a concern.

## **Implementation Process and Change Over:**

The first phase is to set up the security for the server and measure the traffic loading of the application. The second step is to make sure that the middle server is able to extract product information from the Oracle Databases in Windows 2000 Server base ERP application. The information includes products, price, promotion scheme, VIP information and VIP sales and bonus balance. And then, the information retrieved from kiosk and access from the Internet has to be tested. For the first and second stages

of the implementation, IT group is responsible for them. The fourth stage is based on test plan and testing by a team (about 5 manpower) with site test. The test includes "look & feel", performance and data integrity. After all functions and system flows match the test plan, the application can be launched to the public and members.

The second phase is further enhancement on CRM by an analysis on purchase and browsing habits of site customers and online shoppers.

The third phase is to build comprehensive training module that co-relates with the existing product knowledge base. In addition, providing a training skeleton to design training courses ultimately boosts up staff professionalism.



