## Carrefour

### Overview

#### Customer e-enablement
Carrefour India Ltd. needed an electronic enablement platform to support its growing customer base

#### Unified engagement platform
By implementing IBM System x and WebSphere Commerce Enterprise to support a retail website, Carrefour was able to provide self-service capabilities to its customers

#### Business on demand
The retailer gained the ability to engage with its customers more effectively, to reach new businesses and enabled the customers to do business on demand

### Solution Components

#### Software:
- IBM® WebSphere® Commerce Enterprise
- Linux - Red Hat

#### Server:
- IBM System x®3250 M3

#### IBM Business Partner:
Salmon software

## Carrefour India Ltd.

*By empowering customers, an IBM middleware-enabled electronic platform helps the Company capture greater market share.*

Carrefour India Ltd. is a subsidiary of Carrefour Group and opened its first cash-and-carry store in 2010. The parent company, which was founded in France in 1959, is a globally renowned distribution group. It is the world's second-largest retailer and the largest in Europe. It operates four store formats: hypermarkets, supermarkets, hard discount stores and convenience stores. Today, Carrefour Group has more than 15,000 stores, either company-operated or franchised.

### Business Challenge

To expand its growth and business establishments across India, Carrefour India Ltd. needed an electronic enablement platform to support its customer base. As the company was offering multiple channels of engagement to its registered customers such as telephone, email and direct contact, it was necessary to deliver a rich, relevant customer experience across every point of interaction.

### The Solution

Carrefour India employed IBM® Business Partner Salmon Software to implement a solution that would aid its growth plans. Salmon Software, in turn, leveraged IBM System x®3250 M3 server running the Red Hat Linux operating system to support a retail website for Carrefour's customers. The client also implemented IBM WebSphere® Commerce Enterprise as the core of the solution. As a sophisticated platform for high-volume B2C business models, this e-commerce solution was able to address the client requirement of providing self-service capabilities to its customers. IBM WebSphere Commerce also enabled assisted interactions through its call center.
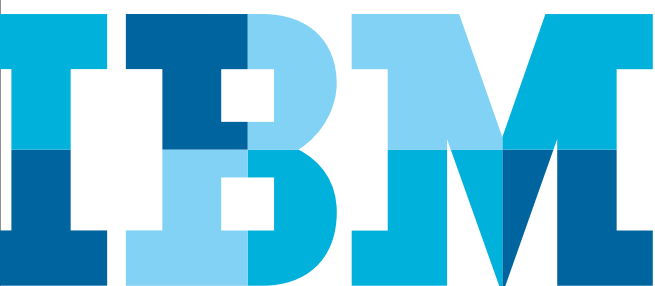
*"We wanted an IT platform that would support our expansion plans, make us more agile and offer our customers more flexibility and convenience. This implementation has helped us achieve just that!"*

*- Subhodip Bandyopadhyay*
*Director Organization*
*Systems & Supply Chain*
*Carrefour India Ltd.*

## The Benefits

- The e-Commerce site powered by WebSphere Commerce enabled Carrefour to expand their business beyond the boundaries imposed by their physical stores
- Customers are able to place orders according to their specific requirements with ease and convenience
- Enabled Carrefour India to place orders for registered members outside the Delhi and North Central regions
- Gained ability to engage with customers more effectively
- Ability to launch promotions and targeted campaigns quickly thereby increasing the conversion rates and total lifetime value of their customers
- Reached several new businesses in India

## For more information:

To learn more about IBM WebSphere Commerce Enterprise, please contact your IBM sales representative or IBM Business Partner, or visit the following website: ibm.com/WebSphere.