



Home Product Center Public Company Limited

Synopsis: *A home improvement retail supplier in Thailand uses social commerce for extended marketing and selling capabilities, gains a powerful cross-channel marketing and promotions tool and provides an interactive, dynamic web experience when it implements IBM WebSphere Commerce Enterprise V7 software to support its sales and marketing channel*

Location: Nonthaburi, Thailand

Industry: Retail

URL: <http://www.homepro.co.th>

Client Background:

Founded in 1995, Home Product Center Public Company Limited (HomePro) provides home improvement retail goods and services for residential and commercial spaces. Based in Thailand, the company carries kitchenware, electrical goods, lighting, paint, bedding, bathroom accessories and construction materials, and it provides renovation, installation repair, delivery and maintenance services.

Business Need:

Home Product Center Public Company Limited (HomePro) needed to extend its sales and marketing channel by using e-commerce throughout the Association of Southeast Asian Nations (ASEAN) region. The company tried implementing freeware but was unsuccessful because it could not integrate with its SAP solution. Moving forward, HomePro sought a new e-commerce solution.

Solution:

To address its business challenges, HomePro implemented IBM WebSphere Commerce Enterprise V7 software to use as a business-to-business (B2B) and business-to-consumer (B2C) solution that connects and integrates with its existing SAP solution. WebSphere Commerce Enterprise software also provided a single infrastructure for multichannel commerce, including multiple extended sites, in-store kiosks, mobile purchases, co-

shopping online and “buy online, pick up in store” options.

Benefits of the Solution:

By implementing IBM WebSphere Commerce Enterprise software, HomePro gained the ability to use social commerce for extended marketing and selling capabilities and take advantage of a powerful cross-channel marketing and promotions tool. Additionally, the new solution allows the client to provide an interactive, dynamic web experience to enhance and complement the HomePro brand.