



## LARGE-SCALE ECOMMERCE DEVELOPMENT

This project was a joint-implementation engagement; BABW handled the design and 5% of the development and Habañero handled 95% of the development and all system integration, testing and production.

This effort included development of the flagship site [www.buildabear.com](http://www.buildabear.com), [www.buildabear.ca](http://www.buildabear.ca), and [www.friends2bmade.com](http://www.friends2bmade.com)

As a result of their explosive growth, Build-A-Bear's back office systems could not handle the anticipated growth efficiently. Too many manual time-consuming, labor-intensive processes – all of which introduced opportunities for errors and increased costs, further complicated management of the growth. BABW made the critical decision to invest in their infrastructure and redevelop their web-related systems in order to streamline processes, gain operational efficiencies and improve Guests' online shopping experience.

To accomplish this goal, BABW needed a robust new e-commerce system to support the online "PLAY, LEARN, SHOP" model. Habañero was chosen to redevelop their flagship e-commerce sites [www.buildabear.com](http://www.buildabear.com), their Canadian site, [www.buildabear.ca](http://www.buildabear.ca) and Friends2BMade site, [www.friends2bmade.com](http://www.friends2bmade.com). The comprehensive solution included complete redevelopment and redesign of, as well as, integration with production management, merchandising, inventory control, sales and accounting systems.

The new ecommerce systems launched on-time and just prior to the busy Thanksgiving and Christmas buying season, easily handled the triple digit increases in online sales traffic. After months of effort, BABW goals of improving infrastructure, guest satisfaction with the online shopping experience and gains in operation efficiencies were met and exceeded. Technologies includes Microsoft .NET (ASP.NET / C#), Microsoft Commerce Server 2002, SQL Server 7, Content Management Server, BizTalk Server, SkipJack credit card processing, SSL encryption and more.

ROI: implementation of this project enabled Build-A-Bear to reduce their internal web servers from a high of 19 servers to 3 after redevelopment and e-commerce transactions increased 400%.

