

**“Fulcrum designs a retail portal for logistics and transportation major, providing LTL and Consolidation Services, distribution and logistics services to a variety of major retailers.”**

## Industry

Retail

## Technology Used

IBM WebSphere portal  
JSR 168  
Spring  
Hibernate

## Brief History

The client is a major transportation and logistics comprised of several international companies. The client group provides LTL and Consolidation Services, operates private fleets, and provides distribution and logistics services to a variety of major retailers.



## Business Needs

The existing client website was several years old and no longer represented the goals and focus of the company. Furthermore, it did not project the image that the client wished to convey to its customers. In conjunction to the desired redesign of the web site, the client also wanted to update the customer's access to data in their web site. This site, designed on an older infrastructure based on the Domino web application model had proved incapable of scaling to the demand and level of personalization required by current and new customers.

## Solution

This project was focused on the reimplementation of existing functionalities on the Web Site in the IBM WebSphere Portal environment. Minor enhancements were to be made to make the data more usable and accessible, but for the most part, the project focus was on delivering the same data to the customer through a different medium.

Fulcrum leveraged its expertise in the IBM WebSphere Portal environment and in technologies like JSR 168, Spring and Hibernate and developed modules in the form of 22 Use Cases inter related as well as independent like Appointment Scheduling, Door Blocking and Daily Scheduling, Facility, Building & Door Administration and Reporting.

## Benefits:

- Focus on the reimplementation of current functionality on the Web Site in the IBM WebSphere Portal environment.
- Minor enhancements will be made to make the data more usable and accessible.
- The project is focused on delivering the same data to the customer through a different medium making it more user-friendly and accessible.