

Coming Out of the Stone Age: SOA in Retail

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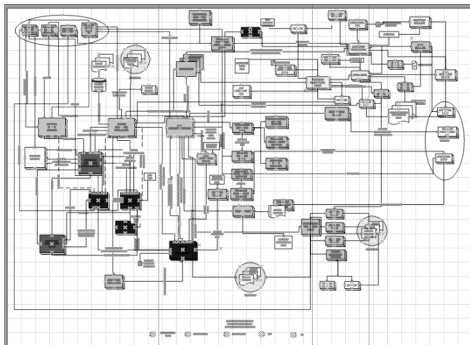
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Problem

- Winn-Dixie
 - One of largest US food retailers; 162 on the FORTUNE 500
 - 1000 stores across the Southeast US and Bahamas; employing approximately 80,000 people.
- Business Issues
 - Substantial Competitive Pressures
 - Need to make incredible progress during reorganization
- IT Issues
 - Legacy, high maintenance, home-grown systems
 - New packaged applications and Internet Trading Platform
 - Historically slow to meet demands of the business
 - “brute-force” integration



Point-to-Point Maintenance
Nightmare



Objective

- Transform Winn-Dixie IT/infrastructure into an AGILE, RESPONSIVE service to the business
- Services Oriented Architecture (SOA) that supports real time and batch data processing type requirements
- Provide VISIBILITY across the business (infrastructure)
- Provide QUICKER RESPONSE mechanism to the business
- Provide STABLE, STURDY infrastructure that “makes sense”

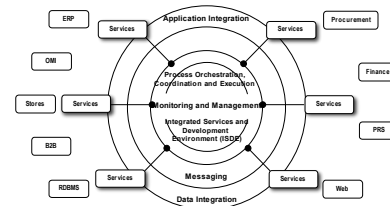


Approach

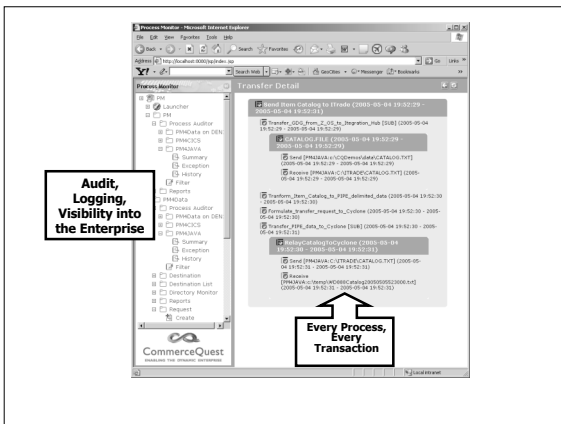
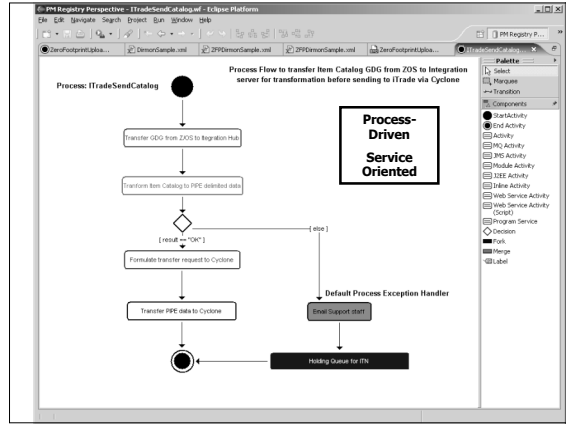
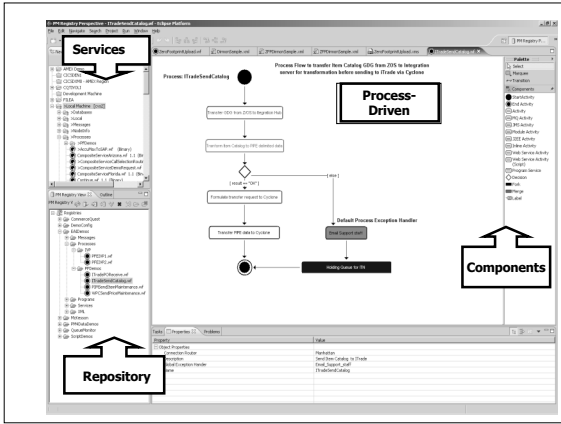
- **Services Oriented Architecture (SOA)** is the approach
- Enterprise Services Bus + Process Centric Integration of Files and Data = the Foundation
- Guaranteed, reliable messaging + file/data movement/tracking, tracing, logging and audit of data, end-to-end visibility
- **SOA** + a **Process-Centric** approach forms the foundation for *rapid and flexible* integrated solutions
- Creates the strong foundation for more AGILE, RESPONSIVE BUSINESS




Process-centric SOA



- Process-centric, services-based integration
- Programmatic Integration server, enabling Composite application, XML services and web services





Results

- 1st project – cold start to finish – 3 weeks
- Speed – “...thanks for taking WD out of the stone-age”
- Time to Market to create Internet based Trading Platform for fresh produce (iTrade Network)
- Considerable savings with floral, and considerably greater when meat and produce is brought online
- Delighted business users

Critical Success Factors: Lessons Learned

- Must have Executive support (from the TOP – CEO)
- Change in the cultural and organizational behavior – recognized that change was important
 - Winn Dixie had an “open arms” reception to this change
- Support both real time and batch requirements on one common platform
- Solution must provide end-to-end visibility – track, trace and audit (for compliance issues)