

# LTB JEANS empowers its e-business with IBM Websphere Commerce

**W**ith LTB Jeans brand, CAK Textile is the one of the leading fashion and apparel companies in Turkey. LTB Jeans brand is being sold worldwide at over 4000 point of sale including Germany, Russia, United States, Spain and many others.



Project started with a step by step approach. **INTEXIS** consultants have conducted analysis to develop a suitable and winning e-commerce strategy that embraces future projections as well. E-commerce strategy arised in parallel within company's global retailing strategy.

## Targets

- First focus, and pilot project should be focusing on domestic sales , afterwards it should be extended to cover an International retail operation.
- Commerce system should support local payment systems; a payment plugin must be developed. Online payments with a credit card with monthly **installments** is very common in Turkey, so required customizations should be done.
- E-commerce system should support **multiple fullfilment and logistics centers** to support international retail operation.
- E-commerce system should be integrated with **company's legacy ERP system** called INTEX PROFESSIONAL ERP to reduce required human power for updating inventory levels.
- Storefront has to support several cultures (languages and currencies)
- E-commerce system must have an extendable infrastrctre, so it could easily scale and enhanced in order to support future projections and high traffic.
- **Promotions and campaigns** are vital parts of apparel retail business hence e-commerce system should support complicated campaigns and marketing activities.
- Majority of consumers are youngsters so **social media capabilities** should be included into short-term e-commerce plans. Developing application extensions for Facebook and Twitter would be a high priority target to achive social media penetration.

## Solution

INTEXIS has deployed an **IBM Websphere Commerce** based solution according to company's e-commerce strategy and integrated with local payment system and integrated with internal legacy systems and workflows. Software development and user trainings have been completed in a short period as nearly 3 months including complete translation in Turkish and localisation.

Web Shop'a özel yeni sezon ürünlerde  
**%25 indirim\*** discount

Erkek Gömlek  
**37.50 TL\*\***'den başlayan fiyatlarla!  
\*\*\*%25 indirimli satış fiyatıdır.

Erkek Jeans  
**49.50 TL**'den başlayan fiyatlarla!

Bayan Gömlek  
**29.90 TL\*\*\***den başlayan fiyatlarla!  
\*\*\*%25 indirimli satış fiyatıdır.

Bayan Jeans  
**49.50 TL**'den başlayan fiyatlarla!

44.50 TL  
ELBISE

YENİ  
İLKBAHAR YAZ 2011

~~29.50~~  
12.50 TL  
S-SHIRT

TEK FİYAT

JEAN PANTOLON  
ALANA İKİNCİSİ  
**%50 İNDİRİMLİ**

\*Tek Fiyat ürünlerinde geçerli değildir. Jeans gruplarında bir alana ikincisi %50 indirim kampanyası uygulanmaktadır.

~~29.50~~  
12.50 TL  
S-SHIRT

TEK FİYAT

JEAN PANTOLON  
ALANA İKİNCİSİ  
**%50 İNDİRİMLİ**

**Payment plugin** has been developed which supports credit card and installment options to major Turkish banks.

Since then, several marketing campaigns and promotions have been defined and used some of them are quite complicated so company has gained a business agility which is vital in fashion business.


Recently, a commerce integrated Facebook application has been launched at company's Facebook fan page to present catalog to followers and application has proved to generate and increase revenue.

facebook

Arama

## LTB Jeans Shop

Perakende ve Tüketici Ürünleri



SPRING  
SUMMER  
2011

LTB Summer 2011 Kategori seçiniz... [Filtrele](#)

**Fiyat Aralığı:**

Tümü

50TL'den az

50-100TL

100TL+

**Kategoriler:**

Tümü

Bayan Atlet

Bayan Elbise

Bayan Etek

Bayan Gomlek

Bayan Jeans

Bayan Mont

**Esther Athlete**

Bayan Atlet... detaylı bilgi

[Beğen](#) Arkadaşlarının neleri beğendiğini görmek için Kaydol.

77.5TL [Satın Al](#)

**Ewe Athlete**

Bayan Atlet... detaylı bilgi

[Beğen](#) Arkadaşlarının neleri beğendiğini görmek için Kaydol.

27.5TL [Satın Al](#)

ltbshop.com

Duvar

Bilgiler

**Shop**

Ltb Jeans

Deployment works on virtualised servers in a fully equipped world-class data center with a stable hardware infrastructure; it is aimed to have up time ratio %99,90.

**Software Used :** IBM Websphere App Server Network Deployment, IBM Websphere Commerce Professional, DB2

**Business Partner :** INTEXIS Information Technologies

Project is online at : <http://shop.ltbjeans.com>

**INTEXIS**



---

**Contact :**

Park Plaza Kat 1 , PK 34467 Maslak / Istanbul / Turkey

Phone : +90 212 345 01 01

Email : [commerce@intex-is.com](mailto:commerce@intex-is.com)

[www.intex-is.com](http://www.intex-is.com)

Websphere , Websphere Commerce and DB2 are registered trademarks of IBM® Corporation.