



## RetravisioN Case Study

### Challenge

RetravisioN is one of Australia's largest retailers of electrical appliances, with over 450 stores. With each store privately owned, the RetravisioN group uses economies of scales as a means of buying and marketing effectively, and competitively. The problems faced by RetravisioN were the inefficient and time consuming acquisition of product information and the accuracy and accessibility of product information on their website. For RetravisioN this was negatively impacting their suppliers, their staff and most importantly their customers.

### Approach

RetravisioN had a number of business process problems and approached CDT to provide a solution. CDT was chosen due to its experience, innovation and enthusiasm and immediately began working with key RetravisioN stakeholders to ensure the proposed solution would meet all business and technical objectives.

### Solution

An innovative solution was proposed, where the selection and utilisation of appropriate technology helped to resolve the business problems, which were:

- Product information acquisition was largely a manual process in which suppliers would send inconsistent product information across multiple channels such as fax, phone, email.
- Product information was manually collated and entered into the master product database.
- Product information was manually updated to the RetravisioN website.
- The RetravisioN website was inflexible and product information inaccessible for consumers.

CDT delivered a completely customised end-to-end solution which resolved each of RetravisioN's problems. The solution:

- Utilised RSS to accurately capture product information in a consistent format across each of RetravisioN's major suppliers.
- Used XML to facilitate data sharing between RetravisioN's website database and the legacy master product database.
- Removed the need for manual data manipulation.
- Provided data verification and validation rules to ensure accuracy.
- Incorporated a website content management system to provide RetravisioN administrators a facility to self manage website content and style.
- Was entirely developed on the latest Microsoft .NET platform.

### Results

According to RetravisioN, the solution "is running smoothly and meeting all our requirements". Regarding the quality they added, "there is an exceptionally high level of quality in the work being done with our expectations being met and exceeded."

Niel Chantler, Communications Manager of RetravisioN says, "CDT from the outset approached our website redevelopment in a very informative and professional manner. With their advice and cooperation we were able to meet the outcomes we had set for this project. CDT's approach was very different to other companies we spoke with. CDT has provided a solution that has laid the foundation for our continued progress."

### About CDT

Creative Digital Technology, founded in 1992, is a privately owned technology company whose mission is to deliver innovation. Since inception, it has provided vision, inspiration and leadership which has been recognised by industry, business and government alike.

With its commitment to innovation, CDT has exhibited an unwavering commitment to research and development. This commitment maintains it as one of the technology industry's leading innovators and has led CDT to be invited to participate on numerous panels, forums and collaborative research projects.

Today, CDT continues to develop, innovate and deliver. The company's payment and authentication division, GPayments, is providing solutions to banks, financial institutions, merchants and service providers globally. The company's information management division, FileSphere, has developed an innovative information management solution incorporating some of the latest information and Internet technologies. Meanwhile, the company's core services group continues to provide best of breed custom developed solutions for clients across a broad range of industries.