

art-exchange.com

Edgewater Technology creates a secure virtual gallery of fine art.



art-exchange.com partnered with Edgewater Technology to:

- Develop an infrastructure to accommodate growing virtual gallery of fine artwork;
- Enhance functionality to its existing web site;
- Create a secure network for buyers and sellers of artwork;
- Provide a more robust technical architecture to support a growing business.

art-exchange.com

Formed in 1998, art-exchange.com, Inc. is a Web-based community, comprised of local, national and international clientele, in which buyers and sellers are brought together to buy and sell fine art. art-exchange provides a source for one stop access to over a million listings of artwork on-line where buyers or sellers can anonymously interact without either's identity ever being revealed to each other. Leveraging a powerful search engine with a few key strokes, this innovative web site enables buyers, decorators and collectors to access a vast selection of fine art without spending a large amount of time calling or going to galleries and manually searching through a limited inventory for that special piece.

After creating an aesthetically pleasing website, which was the first task of its business plan, art-exchange's artwork listing began to grow dramatically. With the initial website in place and their number of artwork listings increasing, art-exchange realized that they would need to quickly add functionality to their site in order to accommodate the future growth expectations while meeting their clients needs. Key functionalities such as an on-line member subscription process, self-service art-

work listing for sellers and the ability to purchase artwork on-line without involving a call center or the expansion of the current call center.

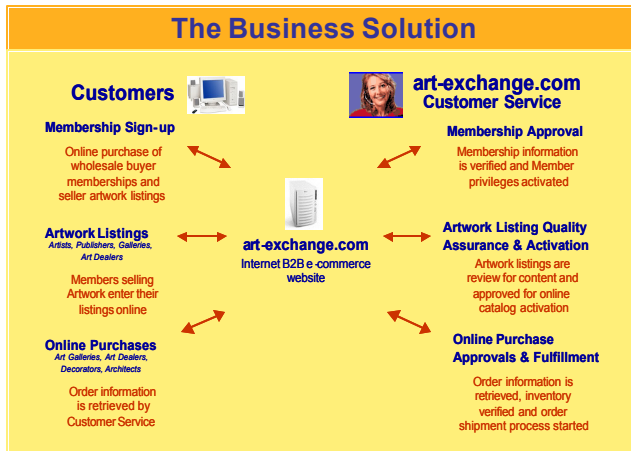
The Business Solution

art-exchange partnered with Edgewater Technology to develop an infrastructure that would provide this innovative web site with the functionality to support growth while servicing clients.

While maintaining the "look and feel" of art-exchange's current site, Edgewater Technology worked closely with the organization's management team to add functionality to the site by utilizing large-scale technology that would accommodate the increased art listings while providing its members with additional services and options.

The first functionality addition was membership subscription, where individuals or corporations who wish to do business through art-exchange can apply by entering in relevant data via the web. Upon successfully completing the web-based membership form, an email is then returned to the subscriber indicating the next step in the process. After the form is completed, it is then forwarded to a customer service representative who reviews the information for accuracy. The subscriber is then forwarded an emailed notification of acceptance or rejection based on the status that the customer service representative assigns to the account.

The second functionality aspect that was added in order to better service clients was the e-commerce capabilities of a "shopping cart" to the site which included a customer service approval workflow process that notifies buyers via email when their transaction has been successfully completed. In conjunction with the "shopping cart," an artwork catalog was created so clients can easily browse the artwork listings via the website.



Edgewater Technology developed a unique paradigm for building the Commerce Server. Traditionally, e-commerce catalogs are created and maintained by an organization internally, yet Edgewater Technology enables art-exchange's catalog to be built by its customers. In order to provide this unique functionality to the art-exchange's web site, Edgewater Technology enhanced the MSCS2K catalog process by enabling users to add items to the art-exchange catalog via the web but with strict restrictions that required selling members to complete all of the information accurately. In order to ensure accuracy, a workflow process was incorporated that enables the art-exchange customer service team to approve the entry prior to inclusion through the business desk component within MSCS2K.

In order to support art-exchange's selling members, a self-service art listing process was required for the new site. This process allows selling members to submit their artwork to the art-exchange artwork catalog easily and efficiently eliminating the current paper intensive process and reducing the number of days it traditionally took to add a listing to the website. In order to insure the quality of the content in the catalog, a workflow process was created so that art-exchange's customer service team could review and approve the submitted art listing prior to publishing the item to the site. Upon approval, an automated email response is transmitted to the seller as a way to inform the member that the artist listing has been added to the virtual artwork catalog.

The Technical Solution

The enhancements that Edgewater Technology created for the art-exchange website utilized Microsoft Technologies throughout the development process. While the current website "look and feel" was maintained, Microsoft Active Server Pages replaced the use of Cold Fusion and the current information was converted from Microsoft Access to Microsoft SQLServer.

To speed time to market, Microsoft Commerce Server 2000 (MSCS2K) was selected and provided the basic foundation for the e-commerce site. MSCS2K provides art-exchange with security including user authentication for the site plus the shopping cart, product catalog and membership information. In addition, MSCS2K includes a business desk component or the tools that would be used by art-exchange's customer service group. Customized modifications were made to the Commerce Server site in order to satisfy art-exchange's needs for reviewing and approving membership, supporting the purchase process and addressing the seller listing process.

Technologies and Tools

- JavaScript
- HTML/DHTML
- Microsoft Active Server Pages
- Microsoft COM+
- Microsoft Commerce Server 2000
- Microsoft HTML Applications (HTAs)
- Microsoft HTML Components (HTCs)
- Microsoft Internet Information Server
- Microsoft Internet Explorer
- Microsoft ISAPI
- Microsoft ODBC
- Microsoft SQLServer 2000
- Microsoft VBScript
- Microsoft Visual InterDev v.6.0
- Microsoft Windows 2000 Server
- XML/XSL

Founded in 1992, Edgewater Technology, Inc. is an award-winning consulting and systems integration firm that specializes in tailored technology solutions for middle-market companies. The company takes a partnership approach with its clients, targeting strategic, mission-critical applications. Edgewater Technology services its client base by leveraging a combination of leading-edge technologies and proven reengineering techniques provided by its network of national solutions centers strategically positioned across the United States. For further information, visit www.edgewater.com or call 800-410-4014.