

# DEBENHAMS. SERVICE INFRASTRUCTURE IMPLEMENTATION.

Glue Reply was engaged by Debenhams to deliver a new Service Oriented Integration Infrastructure to enable the cutover to a new fulfillment partner for its direct sales channel, Debenhams.com, to commence the transition to SOA, and to begin the process of migration from its legacy integration hub.

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## SOLUTIONS DELIVERED

Glue Reply provided Debenhams with a future state architecture and technology infrastructure which has enabled them to incrementally grow the SOA technology capability using the Oracle Fusion platform. Glue Reply augmented the “out of the box” Fusion technology with its exception and audit management framework built upon both Oracle Service Bus and Oracle 10g database.

The service solution delivered to Debenhams decoupled business services with standards-based and multi-protocol enabled service interfaces that exposed the application functionality of their strategic OMS and legacy applications through best-practice design and implementation practices.

## KEY CHALLENGES FOR DEBENHAMS

- Aggressive timescales with a hard (contractual) deadline for the cut-over of fulfillment partner
- A strong desire to educate the internal team to provide self sufficiency and thereby minimize their dependence on external suppliers
- A legacy integration hub that is approaching end of life and for which further investment is undesirable
- An opportunity for enhancement of architectural framework and approaches for specifying business requirements and process modeling

## KEY REQUIREMENTS

- Provide the business functionality to support the migration to the new Fulfillment partner
- To provide a strategic integration platform and to begin the migration of interfaces from the legacy hub
- To deliver the first steps of an incremental transition to an SOA method and platform
- To educate the internal team to provide on-going development and support capabilities for the new platform

## THE ENGAGEMENT

The engagement was effectively broken down into three phases of activity:

1. An initial planning and architecture phase of two weeks duration to confirm the design, cost and timescale estimates.
2. A development phase that saw the design and definition of the service models, data mappings and WSDL definitions and the development of the business services, and the deployment of the software on the newly created Oracle Fusion platform.
3. Glue Reply then provided support and issue resolution through the final phase of integration testing, cutover and early life support.

Throughout the project, Glue Reply partnered with the Debenhams development team in the development and testing activities, with Glue Reply staff providing mentoring, knowledge transfer and quality assurance.

As well as contributing to Project Management, Solution Architecture, Service Architecture, Technical Consultancy and Development resources, Glue Reply also used the following IP to support the engagement:

- Enterprise Service Architecture (gESA) delivered to provide future state architecture
- Enterprise Service Method (gESM) delivered to provide a method and process to efficiently and effectively deliver enterprise wide services
- Enterprise Service Integration (gESI) components were deployed to provide a publish/subscribe hub capability along with an auditing and error logging framework

## CUSTOMER BENEFITS

The following benefits were achieved:

- Cut-over to the new fulfillment partner and new carrier achieved on-time
- Creation of a loosely coupled common service infrastructure with a number of reusable business services
- An understanding of the steps required for total migration away from the legacy integration hub, with a number of elements of the legacy solution migrated during the project, delivered on the back of the current business change programme
- A future state architecture to support SOA
- A methodology to support the design, development and enhancement of new and existing services
- A service infrastructure framework which can be extended for future business service
- A publish/subscribe broker facilitating easy integration with new subscribers
- A common business data format to facilitate easier integration and systems replacement
- An in-house team skilled and largely self-sufficient in the support of the new platform



Glue Reply is UK's leading consulting services organisation focused exclusively on optimising IT/Business alignment and minimising the cost of business and IT technology change. Our core proposition is to help organisations maximise the value from their change and technology investments by helping them define, design, implement and resource best practice:

- Enterprise architecture and business/technology change management processes, roadmaps and competencies;
- Business design and process management initiatives;
- SOA, integration and data management platforms.