Summary

Developed an integrated channel-centric cloud marketplace that enables resellers and channel partners to seamlessly sell & promote cloud products & services. TO THE NEW worked in a distributed agile environment with teams located in 3 different geographies and is responsible for end-to-end development including front-end, back-end, automated testing, cloud infrastructure and DevOps.

The Client

Westcon Group, Inc is a value added technology distributor of network communication, conferencing, security products and cloud solutions with a global network of resellers and channel partners with clients spread across 60 countries. It runs a cloud intelligence platform, BlueSky, which enables channel partner and resellers to build and sell cloud solutions and services to their customers.

Westcon Group combines its technical and market understanding to provide innovative partner enablement programs to its channel partners and operates under two major brands “Westcon” and “Comstor”.

The Goal

Westcon Group wanted to build a comprehensive cloud marketplace that provides access to a range of local and global service providers. The purpose of this single portal was to manage orders, delivery and management for variety of physical & digital products from different vendors and resellers. Also, this analytics-led platform was needed to provide real-time customer information that helps channel partners and resellers makes business decisions such as identifying needs of the customer and cross-sell / up-sell relevant cloud products and services.

Key Features

- Allows you to buy and sell physical and digital products from a single portal.
- Lets you to access automated cloud management tools to manage entire cloud environment.

Highlights

- Product engineer partner since beginning
- Distributed agile environment between 3 different geographies
- Supports multiple languages
- 100% channel focussed portal
Developed backend of the application using Grails framework and used Groovy to create various scripts.

Built well structured front-end application on AngularJS that is easy to maintain and test.

Used Jenkins for Continuous Integration to ensure the build is deployed only when it passes all tests.

Installed RabbitMQ to execute time taking tasks such as processing orders, managing delivery etc asynchronously.

Requirements for different products comes in a JSON format which were used to create dynamic forms through JDorn Editor.

Used MongoDB and MySQL as databases to meet different set of requirements.

Used SPOCK framework to write unit test case in Grails, Selenium for functional tests and Jasmine for AngularJS unit test.

Followed a combination of Kanban and SCRUM agile approaches for application development.

Complete application has over 70% test coverage of unit, functional and performances tests.

Technical Excellence

- Provides real-time customer insights such as preferences that help customers to cross-sell/up-sell products and solution
- Captures customer lifecycle information efficiently including placement of order, deployment, invoicing and renewal.
- Allows resellers and partners to brand cloud services as their own enhancing their business's reputation and relevance.
- Let's customize dashboard for greater visibility of variety of metrics.
Technology Stack

Build Tools
- Gradle
- maven

Frameworks
- GRAILS

Frontend
- ANGULARJS

Testing Tools
- Jasmine
- Cucumber

Automation Tools
- Selenium

Programming Languages
- Java

Database
- MySQL
- mongoDB

Others
- REST API
- SoapUI
- FORGEROCK
- git
- StackMob
- RabbitMQ
Testimonials

Joon Kim
Director of Cloud Platform Development, Westcon

“Westcon is traditionally an IT distributor distributing to global organizations hardware and IT services through resellers. BlueSky is a cloud intelligence platform which simplifies order, delivery, and management of cloud services. Initially, there were complexities distributing through resellers as we work in different geographies and it was difficult to roll out updates. With TO THE NEW, we were able to distribute services with single application. To categorize the overall engagement of TO THE NEW with Westcon, I will use three phrases. The first would be flexibility. TO THE NEW is offering flexibility in the partnership and adding greater value than just technical excellence. The second would be technical excellence. TO THE NEW is highly focused on technical acumen internally which is really impressive. All the resources that we are working with are highly technical. The third and the last would be partnership. It has been very much a great journey and we really appreciate the flexibility in the partnership TO THE NEW has been offering.”