

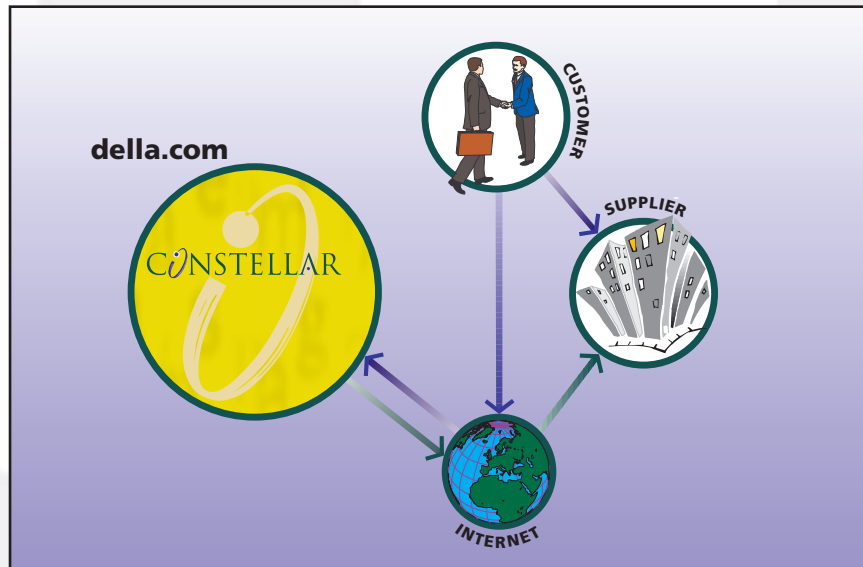
# CONSTELLAR.

from EAI to e-Business integration

What do you get when you rally a select group of premier retailers together and launch an online gift registry? You get one of the most innovative companies leading the Internet's Digital Marketplace sector today - della.com, the web's premier wedding gift registry and gift-giving site. della.com was launched in June 1999. Through its flagship website, Della Weddings, della.com targets the \$17 billion wedding market by combining the registries of premier retailers such as Crate and Barrel, Dillard's, Neiman Marcus, Williams-Sonoma and recently-announced Tiffany & Co. in one convenient location. The list of retailers in the della.com and Della Weddings network reads like a virtual Who's Who of premium brands: Amazon.com, Gump's, REI and Restoration Hardware, to name a few.

## della.com

Online Gift Registry Taps Constellar Hub for Rapid Expansion of e-Business Partnerships and Industry Leading Consumer Buying Model.



A key differentiator of della.com and Della Weddings is the flexibility and selection that it offers registrants and gift buyers. While competitors require brides and grooms to register online, Della Weddings understands that couples often prefer to register in a store, where they can touch and feel the products directly. Thanks to a deep level of integration with its retail partners, Della Weddings allows clients to start a new registry, or change an existing registry, in the store or online. Gift buyers also benefit from della.com's double-ended approach, because - with Della Weddings - they can make purchases either online or in-store. This freedom is made possible by Constellar Hub, which ensures that in-store and online

registry databases remain synchronized. "At Della Weddings, we want to make the wedding gift registry process easier and more fun



for both the bride and groom and their guests,” says Lindsay Loudon, Marketing Manager. “We have enlisted the help of Constellar Hub to free consumers to make personalized, sophisticated and convenient gift-buying decisions.”

### The Challenge

Perhaps the biggest challenge facing della.com was how to integrate its ever-expanding number of retail partners into the della.com network quickly and easily. Every retailer comes to della.com with its own unique infrastructure - computer hardware, database software, data types and formats - and it is up to della.com to link its own systems seamlessly with each partner's system. “We don't have the luxury of being able to specify

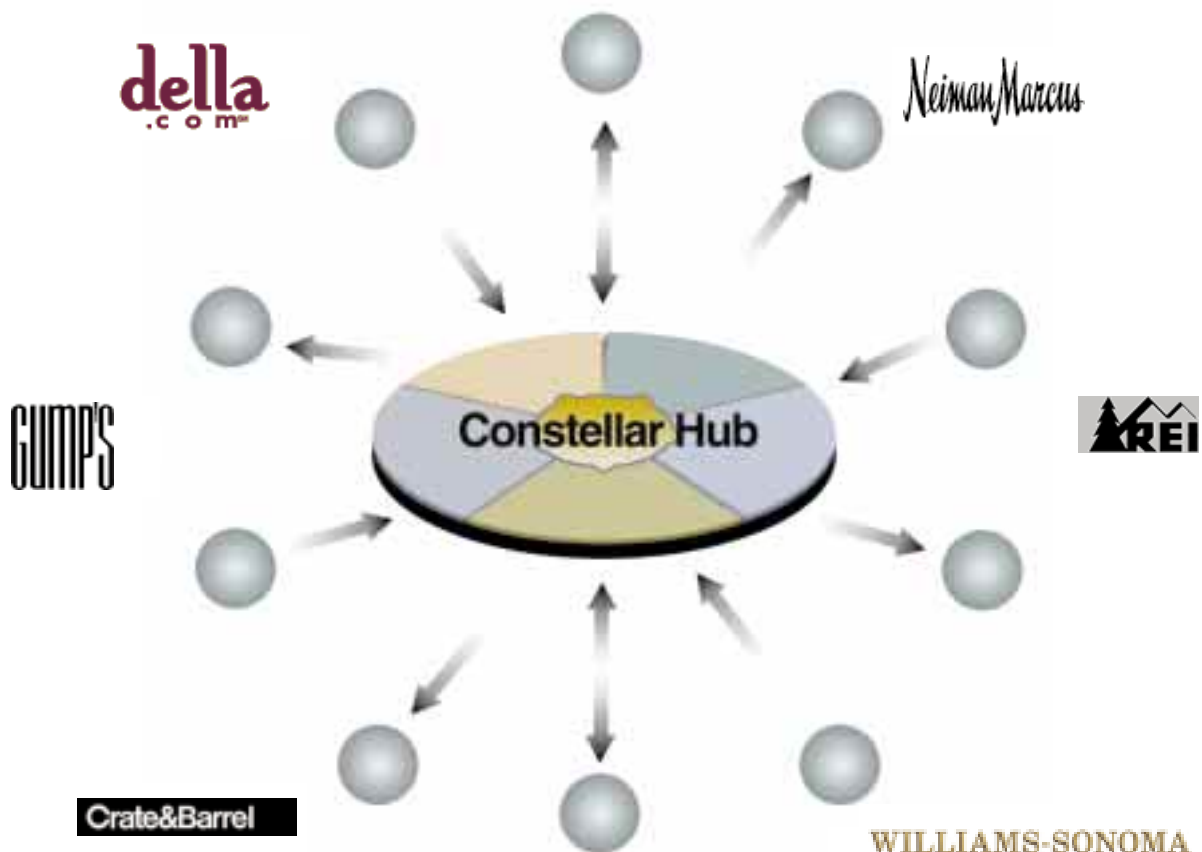
what type of computing infrastructure our partners use,” stresses Jezz Holland, della.com CIO, “yet we need to integrate their systems with ours with minimum disruption to their business processes. When a new partner signs on to the della.com network, it's imperative that we make it easy for them.”

Scalability was another important requirement for della.com. In less than one year, the company integrated over thirteen retailers into its network, with more partnerships in the works. Synchronizing data between registries is processor- and data-intensive. Some of della.com's partners have hundreds of thousands of registrants at any one

time, and millions of items within those registries. With this in mind, della.com knew that its choice of a business integration tool would be pivotal, and that the right choice had to be capable of scaling up with ease to meet new demands. “Vast quantities of data are being transferred back and forth between della.com and its partners, and these will only continue to grow,” says Holland. “We needed a solution that was robust, and could grow to meet the needs of our new partners effortlessly.”

### The Solution

della.com very briefly considered writing its own proprietary data transformation application in-house. It quickly became apparent that a faster and more cost-effective



approach would be to work with a company that was already versed in advanced business integration. Constellar Hub was the obvious choice, providing rapid development and deployment, the ability to handle any data format on any major platform, and virtually unlimited scalability. Constellar Hub had already earned a reputation among database vendors as a rock solid performer within the demanding financial and telecom industries.

Once the project was given the green light, the work of setting up della.com's own infrastructure, and the integration of its retail partners' registry and product databases, proceeded concurrently. A mere six months later, della.com was able to roll out its online wedding registry. The Constellar Hub, with its robust set of tools and reusable interfaces, helped della.com avoid the typical delays found in most business-to-business enterprise application integration projects.

### Constellar Hub - Unlocking Assets for e-Business

**Today's management is keenly aware of the necessity for a business to continually re-invent itself. Customers and intensifying competition demand it. Whether working in startup mode or inside a mature business, managers must have a flexible information framework that allows different parts of their business to communicate and interoperate with one another and with external partners. Constellar Hub delivers the 100% solution for today's application and data integration needs by keeping the channels**

**for information exchange wide open. Constellar Hub can readily facilitate robust information channels between the different parts of a business ranging from ERP, data warehouse and legacy systems to e-Commerce, CRM or SCM - in any imaginable relationship including business-to-business across the Internet.**

### Deployment Environment

The della.com web site runs as a cluster of web servers that accesses an Oracle database containing product, registry and order information for all of della.com's partners. Separately, Constellar Hub runs on a Unix server, and connects directly to della.com's production database. Constellar Hub performs the data transformations that enable the della.com database to interact with partner databases, and manages daily batch data transfers.

### Results

In the first six months after the della.com rollout, its registry database swelled to include one million products in addition to registry and order information. Constellar Hub ensured that the databases at both della.com and its partners remained synchronized with changes made on either end.

Along with stability and scalability, Constellar Hub has also enabled della.com to drastically reduce the time required to add new retail partners to the della.com network. Depending on the complexity of the integration - in some cases, della.com hosts the registry exclusively, in others the registry is maintained on both ends -

bringing a new member on board can take place in less than one month, start to finish, Holland estimates. Thanks to the initial frameworks laid out by the Constellar and della.com teams, the della.com infrastructure has ready-made interfaces and data transformations. Models developed for one retailer can readily be reused and customized for others, resulting in substantially reduced costs in growing the business.

Ultimately, gift givers and recipients are the beneficiaries of this advanced e-Business communication. With Constellar Hub, della.com has been able to bring new partners to its web site faster, and with a greater degree of utility than other online gift-giving sites. "People want the flexibility to buy or register online or in a store; they do not want to be confined to one mode of shopping," says Holland. "Constellar Hub has a lot to do with our ability to offer that flexibility to our customers."

### The Future

Moving forward, della.com will continue to add new partners to its network - traditional bricks and mortar retailers as well as a new generation of online "etailers." As online commerce continues to become a more prevalent model, della.com will work with Constellar to add online-specific functionality to its infrastructure.

della.com also anticipates moving to real-time data transfers, instead of transferring data in batch mode. For this, della.com is eyeing the XML-handling features of

Constellar Hub's e-Series. With Constellar's real-time data transfer solution in place, gift buyers will be equipped with up-to-the-second "wish delivery" for della.com registrants.

### Summary

della.com	
<b>Challenge</b>	Extend the concept of the online wedding gift registry to allow registry and gift giving from either the Internet or from bricks and mortar retail locations.
<b>Strategy</b>	Use Constellar Hub to integrate della.com and retail partners, keeping gift registries, product information and customer details synchronized.
<b>Results</b>	Constellar Hub allows della.com to add new partners to its network quickly and efficiently, with a deeper level of integration than experienced by della.com competitors.

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