



## IBM Customer Reference

# *Gap Inc.*

**Synopsis:**

IBM WebSphere Application Server - Advanced Edition V5, WebSphere Studio Application Developer, WebSphere Portal Extend and WebSphere MQ software help US retail company develop Web-based applications to compete in a growing global market

**Location:**

San Bruno, California USA

**Industry:**

Retail

**Focus Area:**

e-business infrastructure

**URL:**

<http://www.gapinc.com>

**Customer Background:**

Founded in 1969, GAP Inc. is one of the world's largest specialty retailers with three of the most recognized and respected brands in the apparel industry - Gap, Banana Republic and Old Navy. GAP Inc. has more than 165,000 employees supporting over 4,200 stores in more than 3,100 locations in the United States, United Kingdom, Canada, France, Japan and Germany.

**Business Need:**

Globalization of specialty retailers has exposed Gap Inc. to new competitors from Europe, eroding market share and causing a decrease in revenue and share price. As the market moves to a multi-channel model, GAP needed a global infrastructure to improve its supply chain, processes and inventory management. Flexibility was also a requirement, ensuring that the right products are delivered to the appropriate market.

GAP was looking for a software provider to ensure the consistent delivery of a satisfying customer shopping and point-of-sale in-store experience, and to increase global customer loyalty. As a result of the solution, inventory control and price management should be improved as well as the company's knowledge of its customer base. The combined knowledge derived from this information would allow GAP to realign its products to meet customer preferences. The new software should be available online for employees and store employees.

**Solution:**

To address its business needs, GAP used IBM WebSphere Application Server - Advanced Edition V5.0 (WAS) technology to deliver key business applications. WAS supports a Product Tracking System to better inform and service retail staff and a Point of Sale application for returns management. In addition, the company developed a Global Production management tool. These applications serve GAP's 3,500 stores with approximately 140,000 users across the organization. Using WebSphere Studio Application Developer V5, developers wrote the Web-based, Java applications, which were then integrated with GAP's backend systems. The entire solution was developed in a highly productive and consistent environment. WebSphere MQ V5.3 is used as the key messaging infrastructure between the head office and its stores, in addition to a

messaging infrastructure for communications between legacy and distributed systems. GAP is currently planning to deploy Portal in February 2003 to front-end Oracle Financials.

**Benefits of the Solution:**

The WebSphere Software platform provides key technology that is extensible, scalable and open to deliver GAP's critical business applications. The customer has recently migrated all BEA applications to WebSphere Application Server.

GAP is very satisfied with the total cost of ownership (TCO) and its ability to leverage the infrastructure value proposition that the WebSphere platform provides. Customer communications are now much more consistent, giving the company a greater understanding of its user base.