



iBolt

Business Driven Integration



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adidas-Salomon AG in action

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Paul Leone, Director of IT/Logistics

The business:

adidas-Salomon is the second largest manufacturer of sporting goods worldwide, with a global estimated market share of about 15%. Its products, which include leading brands such as Adidas, Salomon, Taylor-Made (golf), Mavic (cycling), Bonfire (winter sports) and Erima (swimming), are present in all major markets around the world. The company employs approximately 13,000 globally.

The challenge:

Create and deploy what will be the first business-to-business e-commerce site for adidas

The solution:

Magic developers have trained adidas programmers on Magic's application development technology to enable them to independently create and deploy what will be the first business-to-business e-commerce site for adidas. The solution, once developed, runs on the IBM iSeries and xSeries platforms utilizing an IBM DB2/400 database with IBM OS/400 and Microsoft Windows 2000 operating systems.

Benefits:

Magic provided the company with the tools and training to build its own custom B2B site for the IBM iSeries platform. The new site extends adidas-Salomon Canada's current supply chain solution to allow customers access to sales, order status and payment information via the Web. In addition, the site provides links to other adidas-Salomon AG sites, such as www.taylormadegolf.com and www.salomon-sports.com.

adidas selected Magic because of its rapid development capabilities and strong training and customer support, as well as its tight interface to the IBM iSeries platform.



MAGIC
www.magicsoftware.com

Client Information

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Paul Leone
Director of IT/Logistics
Adidas-Salomon

Company website:

<http://www.adidas-salomon.ca/>

Client Information

Company name: adidas-Salomon AG
Country: Canada
Industry: Athletics/Fitness
Functionality: eCommerce

System Information

Magic Product: Magic v8.x
Client OS: Browser
Server OS: OS/400, WinNT
Database: DB2/400

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