

## Century Martial Arts

### **Sector**

Martial arts supplier, online store

### **Problem**

The world's largest manufacturer of martial arts equipment needed a new web presence with e-commerce functionality, a new site design to cater to multiple audiences, and a content-managed solution to be able to change the complex couponing and promotions quickly and easily. The new site would need to account for hundreds of products and complex couponing promotions as well as wholesale transactions, order history and multiple user interfaces. Additionally, a second site, masuccess.com, needed a revamp to handle audio, video and

### **Solution**

P2 met with the leadership team and mapped out various constituents to determine both the back end database and storefront components. The new database had to work with the legacy system in a seamless integration. An enterprise-wide content-managed solution was created for ultimate flexibility and control.

### **Technology**

The CMS solution enables both sites to be managed through an administrator login with the ability to create sales, coupons, and suggested items. The site is integrated with their AS400 system. Supporting functionality includes managing a complex coupon system with recommended purchases. The training site features audio and video downloads as well as posters and other support materials.

**SQL Replication** – To separate the concerns of AS400 and the newly built ecommerce application the commerce data was stored on servers built to scale the web application and the data was replicated to another set of data, which interacted with the AS400. This separation prepared the system for the migration from the AS400 to a new planned system.

**Customer Sales and Coupon Engine** – This custom engine allows Century to create coupons and sales to match a large variety of situations in their business. From taking into account other items in the customer's cart, to the customer type, to what the customer has previously purchased or the customer's specific discounts, the tool give the customer the best price for their items.



## Capabilities

- Call up and catalog functionality
- Ability to see order history
- Integrated wholesale with a different user interface
- Smooth check out process
- Enhanced sales system
- User-friendly training site with downloadable files

## Explore

[www.centurymartialarts.com](http://www.centurymartialarts.com) and [www.masuccess.com](http://www.masuccess.com)

