



# Icon Health & Fitness Uses Assist to Integrate Back-End Applications with Web Sites

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assist

ICON Health & Fitness, a \$750 million manufacturer and retailer of fitness equipment, needed to integrate back-end business applications with their well known fitness product web sites such as ProForm, HealthRider, Nordic Track, Weslo, Weider Fitness, JumpKing, Reebok Fitness, and others.

ICON needed to provide customers with more than just online ordering of products, accessories and parts. Customers needed real-time access to item availability, online order status and tracking, as well as online service and support.

## **Required**

A solution that could easily integrate with and enhance existing systems.

The solution not only had to complement its existing technology, but it had to automate the process of bringing sales orders entered on web sites to back-end order processing systems. On top of these requirements, ICON's wish list included having the system automatically update web sites as SKU's were added, deleted or changed in the back-end system.

## **The Cayenta Solution**

For many years ICON has successfully used Assist Order Processing, Direct Response and Financial applications as its back-office suite. As an IBM Premier Business Partner, Cayenta used IBM's technology to create dynamic interfaces between web sites and Assist. Seeing ICON's needs, Cayenta presented the solution to ICON, and after careful consideration, ICON chose to take Cayenta to task.

The reason: the combination of IBM technologies and Assist would not only provide the most efficient and cost effective solution, but it brought the requisite flexibility, scalability and power needed to accomplish ICON's goals.

## **Benefits**

ICON now has a complete electronic commerce solution that utilizes a dynamic, seamless interface between the web and their business applications. This eliminates what used to be many costly, time-consuming, error-prone steps between a customer order and shipping that order out the door. Everything is now fully automated. Sales orders flow directly from the web page shopping cart to the Assist order processing application. Customers can see item availability, as well as easily track the status of their orders online—all in real-time. Plus the solution automatically updates web pages as items are added or deleted, or when item information changes.