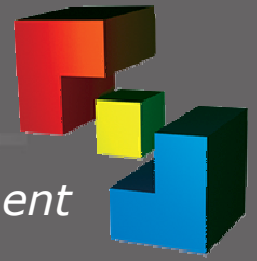


Case Study The Atlantic & Pacific Tea Co.



SharePoint Portal Server 2003 Deployment

THE
HENSON[®]
GROUP

Project Vitals

Industry: Retail

Customer Profile: With corporate headquarters in Montvale, N.J., this retailer operates 427 retail food stores in nine US states.

Business Situation: A&P needed a portal to create an environment in which managers and administrative professionals could interact and collaborate.

Solution: The Henson Group set about deploying a customized version of SharePoint Portal Server 2003 to provide A&P with an enterprise business solution integrating information from its various systems.

Results: THG deployed a highly customized version of Microsoft SharePoint Portal Server 2003, based on the challenging criteria defined in Discovery, to establish a robust web portal that A&P can rely on to facilitate more efficient collaboration among all of the managers throughout its many retail stores and administrative facilities.

Microsoft Gold Certified Partner **The Henson Group, Inc.** deployed a highly customized version of Microsoft SharePoint Portal Server 2003 (SPS) to create a collaborative web portal that The Atlantic & Pacific Tea Co. could use to facilitate collaboration among all of the store managers throughout its many stores and administrative facilities.

BUSINESS SITUATION

Since 1859, The Great Atlantic & Pacific Tea Company (A&P) has fulfilled the shopping needs of families throughout North America. With corporate headquarters in Montvale, N.J., A&P operates 427 stores in nine US states (Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, Louisiana, Mississippi, Michigan) and the District of Columbia.

A&P's retail operations include stores under eight retail banners — A&P, Waldbaum's, A&P Super Foodmart, The Food Emporium, Super Fresh, Farmer Jack, Sav-A-Center and Food Basics — which include conventional supermarkets, food and drug combination stores, and discount food stores. Throughout its operations, A&P employs 42,872 associates and produces annualized sales volume is approximately \$11 billion.

Considering the scope of A&P's many retail and administrative operations, collaboration and managing administrative tasks was always challenging. A&P approached Microsoft to explore the possibility of establishing a portal to create an environment in which managers and administrative professionals could interact and collaborate.

Responding to this request, Microsoft introduced A&P to SPS 2003. SPS 2003 enables enterprises to develop an intelligent portal that seamlessly connects users, teams, and knowledge so that people can take advantage of relevant information across business processes to help them work more efficiently.

The Henson Group is an award-winning Microsoft Gold Certified Partner officially designated by Microsoft for SPS deployments.

The Henson Group also possesses Microsoft's official Business Process and Integration Solutions Competency, for proven proficiency in implementing and deploying server-based portals for driving Internet commerce, and business process applications.

Because of these credentials, as well as The Henson Group's exceptional track record in the retail space, Microsoft assigned this opportunity to the consultancy.

SOLUTION

Following extensive discovery, The Henson Group set about deploying a customized version of SharePoint Portal Server 2003 to provide A&P with an enterprise business solution integrating information from its various systems into one solution that also offers single sign-on and enterprise application integration capabilities, as well as flexible deployment options and management tools.



The Henson Group, Inc. 1375 Broadway, Third Floor New York, N.Y. 10018
www.HensonGroup.com (800) 980 1130 Info@HensonGroup.com

Dubbed GAPcom (GAP is an abbreviation of A&P's corporate name and its ticker symbol on the New York Stock Exchange), the portal facilitates end-to-end collaboration by enabling aggregation, organization, and search capabilities for A&P's people, teams, and information.

Users can now find relevant information quickly through personalization of portal content and layout, as well as by audience targeting. GAPcom administrators can target information, programs, and updates to audiences based on their organizational role, team membership, interest, security group, or any other membership criteria that can be defined.

During Discovery, A&P expressed interest in customizing SPS 2003 to achieve functionality to draw information from various systems and processes and display info to employees and managers. For instance, A&P required an electronic form to report incidents of injuries occurring at its facilities. If someone trips and falls in an aisle or parking lot, for legal purposes, a report must be generated and disseminated quickly.

The previous process was manual, involving hand-written reports submitted to corporate via fax. With the SPS-based GapCom, fill out digital form and submit through SharePoint, which would then be automatically sent to the appropriate personnel.

Developers have the flexibility to create custom Web Parts to achieve sophisticated custom functionality in SharePoint Portal server. Web Parts are small pluggable units that can generate individual views of data, lists, and alerts. Personalization is more than the option to show, hide, or collapse a canned Web Part; it also allows you to set individual values and parameters, save them, and restore them at the next logon.

RESULTS

The Henson Group deployed a highly customized version of Microsoft SharePoint Portal Server 2003, based on the challenging criteria defined in Discovery, to establish a robust web portal that A&P can rely on to facilitate more efficient collaboration among all of the managers throughout its many retail stores and administrative facilities.

Today, this custom portal, imbued with the graphical look and feel of A&P, provides a secure online environment where store managers can electronically communicate with A&P's head offices, facilitating much more efficient channels for management.

Store managers can more easily collaborate and exchange information with their peers at other A&P locations. And, document management is automated and managed more effectively, as users can leverage the many functions of SharePoint to submit, receive, access, modify, and store electronic forms.

Features of this solution include: browser-based customization of page, browser-based content administration, aggregation capabilities, document Repository, message board, ad-hoc data storage, e-mail notifications, announcements, event calendar, contact list, and more.

Audiences enable organizations to target content to users based on their job role or task. They can now target Web Parts, news, lists, and list items to one or more specific audience.

The portal site is a hierarchy of sub-sites that enable category managers to add lists, images, and documents to their categories. Category managers own control of both security and content. Users can specify to receive immediate, daily, or weekly alert result roll-ups for content included in the portal site index.

About The Henson Group



Founded: June, 2000

Headquarters: New York City

Consultants: 37 (including both full-time and part-time professionals)

Partners: MS, HP, IBM, Cisco, Avicode, Dell, EMC, eXc Software, K2.net, Netscaler, Network Engines

Certifications: Microsoft Gold Certified and Cisco Certified

Official Microsoft Competencies:

Advanced Infrastructure Solutions
Business Process and Integration
Data Management Solutions
Information Worker Solutions
Learning Solutions
Networking Infrastructure Solutions
Security Solutions

History: Founded by former Microsoft employees from the development teams in Redmond and Microsoft Consulting Services

Consultants: All MS Certified, most former Microsoft engineers, and each have a minimum of three years of vertical-specific experience

Annual Client-Retention Rate:
(2000 through 2005) 98%

Annual Client-base Growth:
(2000 through 2005) 50%

Company Description: THG is an award-winning Microsoft Gold Certified Partner specializing in deploying Microsoft technologies for U.S. and international companies across 20 industry categories.

Founded by former Microsoft employees from the development groups in Redmond and Microsoft Consulting Services, THG offers clients direct access to Microsoft's product groups and technical information often not publicly available.

THG's competencies include .NET application development, infrastructure deployments, Line-Of-Business solutions, security, product training, and strategic consulting.

Delivering projects in a fraction of the time it takes competitors, THG's proprietary project management process and attention to detail consistently produces a 98% client-retention rate.

Everywhere clients need THG to be, the consultancy has operations, engineers, and partners located in countries around the world.

To learn more about THG, please visit www.HensonGroup.com. For more information on how THG can deploy this type of solution in your environment, please call 800.980.1130 or e-mail Info@HensonGroup.com.