



INFORMATION

Location: Merrimack, NH
 Web site: www.brookstone.com
 Industry: Retail

CHALLENGE

Create an Intranet Portal capable of distributing applications and rich digital content to Brookstone retail store personnel.

SOLUTION

Affinity Systems implemented a flexible and multifaceted framework that could easily be extended and modified within Liferay for Brookstone's Retail Intranet Portal.

TECHNOLOGIES

- Liferay
- Java
- JSP
- Lucene
- Hibernate
- Active Directory
- Microsoft SQL Server
- Struts
- Tiles
- Spring
- Tomcat
- Eclipse

Brookstone Portal Improves Store Employee Productivity



Brookstone is a nationwide specialty retailer that develops proprietary branded products and offers them to customers via multiple distributions channels, retail stores, and direct to customer via catalog and the Internet. The Brookstone retail network includes hundreds of full-year retail outlets, including those located in outlet malls and airports. They also merchandise products through their Hard-to-Find-Tools brand.

Affinity Systems was asked to create an Intranet Portal capable of distributing applications and rich digital content to Brookstone retail store personnel. This portal must be highly customizable to conform to Brookstone branding requirements, offer extensive administrative control over its functionality and support a wide range of digital content formats. In addition, a rich set of applications, including e-mail, multi-level calendaring, constrainable web browsing, and access to external applications running in an AS/400 environment must be supported.

OUR SOLUTION

Affinity Systems believes that one of the most important steps in the development process is the selection of the correct application platform for a given project. The decision to build or acquire core technologies is a crucial one. In this case, we recognized that many of the requirements of the Brookstone Retail Intranet Portal were well matched to the Liferay open source portal. Liferay is a JSR-168 compliant web portal which provided many aspects of the core functionality required by Brookstone. Because it is open source it also provided a framework for extending or modifying this functionality to meet the demanding requirements of the project. The portlet was extended in many key areas to tailor it to the Brookstone workflow.

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— Leslie Goldsmith
 Director, Affinity Systems



Affinity developers added integration into Active Directory Services. This provided a flexible scheme for controlling fine-grain access to portlet functionality and simplified user access rights administration. This also permitted dynamic content presentation based on user credentials, date and time of day, and IP address. Thus a web browser in a back office location could automatically provide a different environment and functionality than a kiosk in a customer

Brookstone

hard to find
TOOLS™

BENEFITS

- A flexible system was added for controlling fine-grain access to portlet functionality by adding integration into Active Directory Services.
- Just by clicking and dragging content into special folders, document authors can easily import and index externally authored content.
- An enhanced calendar portlet shows corporate, regional and store events in a unified display.

accessible location. Other facilities were enhanced in several important ways. Affinity used the Lucene API to implement hot-folding allowing document authors to import and index externally authored content simply by dropping it into special folders. The calendar portlet was enhanced to present a merged view of corporate, regional, and store events dramatically. These are just a few examples of the numerous modifications and extensions Affinity made to the base-level portal, yielding a custom-tailored facility that was a tight-fit to Brookstone's original requirements.



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