

Keywords:

24/7 Support, Application Support, eBooks, eCommerce, Mobility, EPUB

Technologies:

.Net, SQL, iOS, Android, HTML5, Ajax, HTML5, jQuery, Ajax

Industry:

Retail

JB Hi-Fi partners with Fabric to move further into the digital space with its very own eBook store called JB Hi-Fi Now Books



JB Hi-Fi is an Australian publicly listed consumer electronics chain store stocking Hi-Fi, Speakers, Televisions, Home Theatre, CD, DVD, Blu-ray Disc, Video Game's, Computers and Portable Audio.

AT A GLANCE

- 1 JB Hi-Fi creates eBook platform to further enhance its digital eco-system
- 2 Fabric's 'Discovery' approach facilitates the right customer experience
- 3 Fabric's delivery approach places an emphasis on value through its offshore delivery centre in China
- 4 Fabric's Support offering provides cost effective and scalable 24/7 support

ABOUT FABRIC

We are an Australian owned technology company specialising in software delivery, application support, cloud and consulting services. We are passionate about technology and its role in challenging the status quo.

CHALLENGE

According to Scott Browning, Marketing Director of JB Hi-Fi, the move into E-Books was a "No brainer".

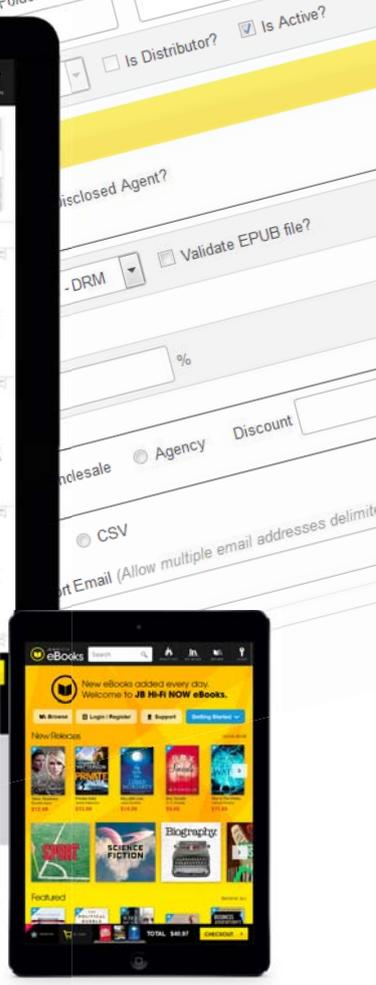
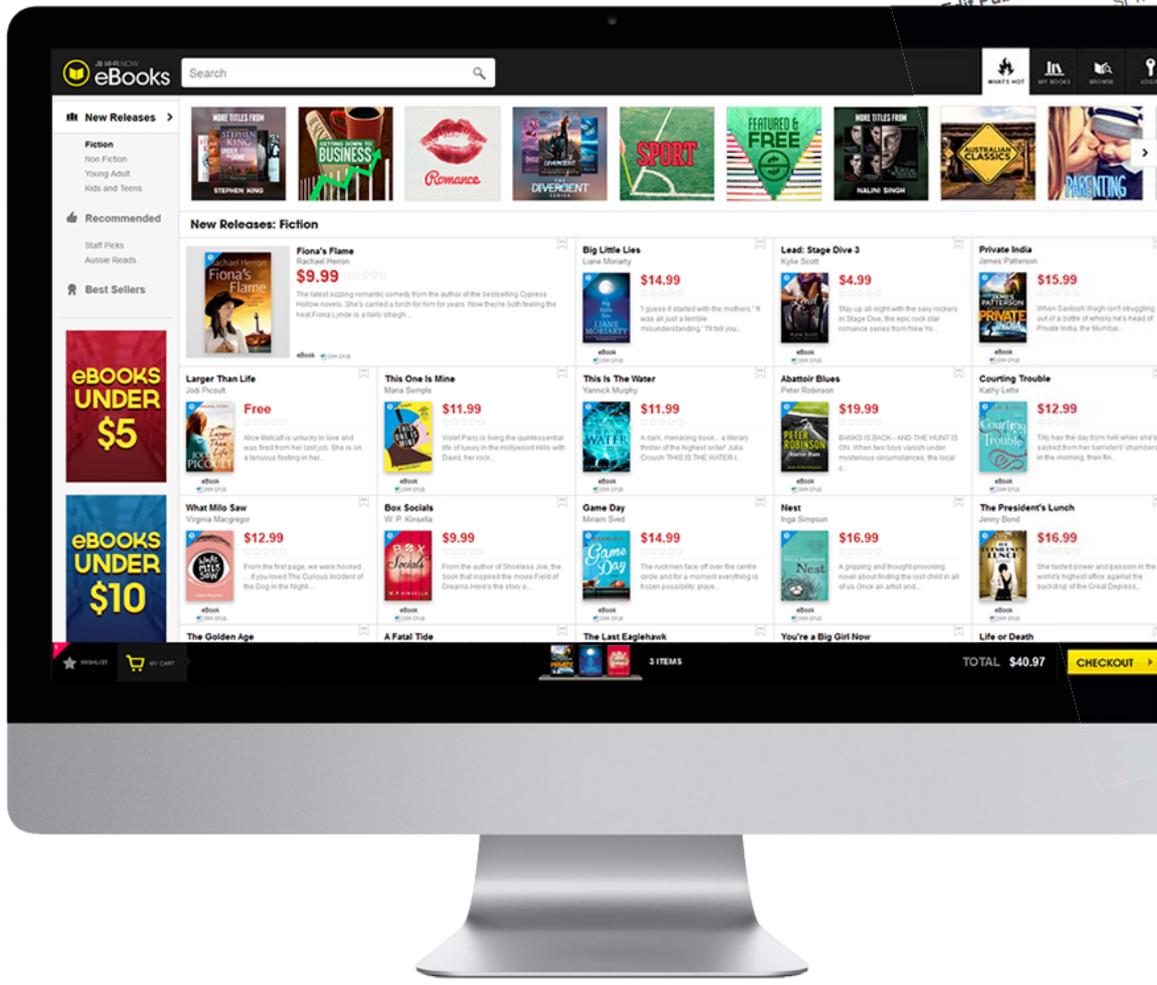
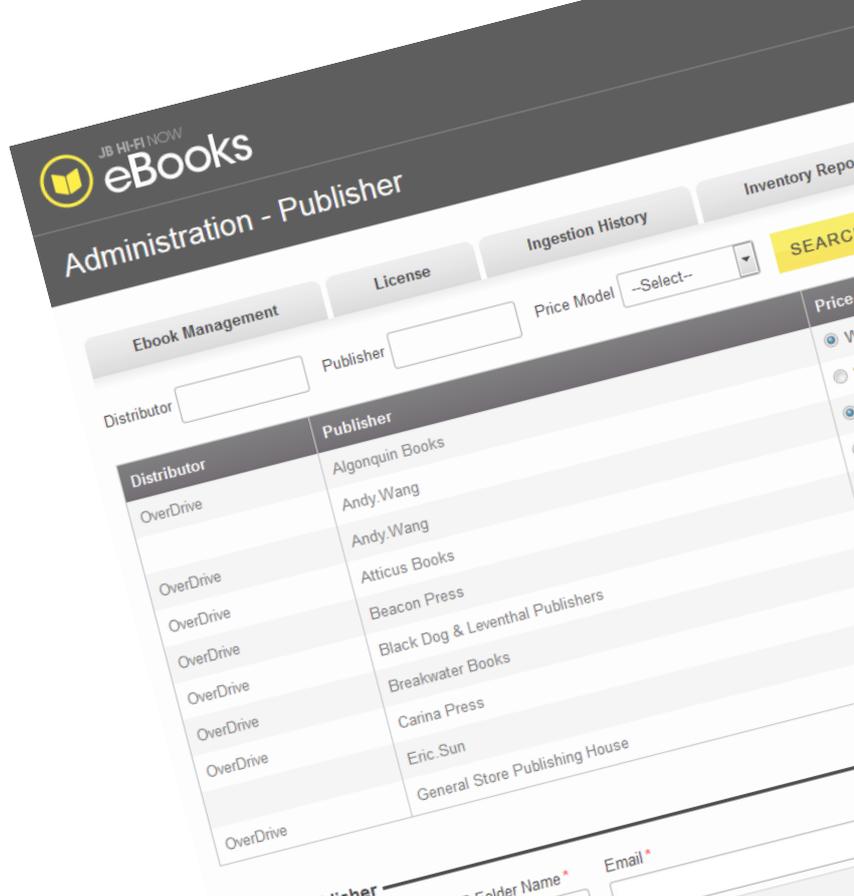
"Customers are buying devices such as tablets and smartphones along with PC's from us; now we can deliver them book content in the same way that we are delivering music content for them." he said. Fabric worked closely with JB Hi-Fi and this is another example of Fabric's expertise in user centred design, application development and systems integration, as the platform connects directly to multiple systems.

Incorporating Digital Rights Management (DRM), the solution allows users to purchase and read books available in EPUB format, which is compatible with most readers



SOLUTION

The solution complies with major industry standards and can easily integrate with ebook publishers and distributors. Some ebook providers also have their own implementation and Fabric designed an architecture that enables plug-ins to be developed to cater for specific requirements per provider. The platform manages ebook ingestion, fulfilment, licensing and transaction report and also provides support to upper level e-commerce platform, and ebook readers.



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