# West Marine, Inc.
## Reduces Development Time and Increases Customer Satisfaction

### Industry
Retail

### Challenge
Standardization on Java development created an essential need for change management software that could support and integrate with multiple platforms and environments.

### Results
- Easily integrated with developers' preferred environments
- Reduced development time and increased group productivity
- Improved the customer experience

### Products
- Rocket® Aldon Lifecycle Manager (IBM i Edition)
- Rocket® Aldon Lifecycle Manager (Enterprise Edition)

### Application
- Software Change Management
- IT Compliance

## Company

West Marine, Inc., is the world's largest specialty retailer of recreational boating supplies and accessories. Founded in 1968 in Watsonville, California, the company has grown to include more than 260 retail stores throughout the United States and Puerto Rico. West Marine carries more than 100,000 products, ranging from rope to the latest in marine electronics, technical apparel, and footwear for those who enjoy being out on the water. In addition to its retail stores and Port Supply wholesale divisions, the company serves water lovers in more than 150 countries worldwide through its mail order and online divisions.

## Challenge

For some time, West Marine had been relying on an IBM i System environment for its development activities. When the company implemented its first Java project in 2008, it quickly recognized the need for change management software that would support multiple platforms and could also integrate with the development organization's IBM i environment and IBM Rational Rapid Application Developer for WebSphere software.

## Solution

In their quest for a change management system, John Fawcett, West Marine's Assistant Vice President for Software Development and Computer Operations and members of the West Marine software development group looked at various options. They were most impressed by the integration between Rocket® Aldon Lifecycle Manager (Enterprise Edition) and Rocket® Aldon Lifecycle Manager (IBM i Edition). As users of the IBM i version for Rocket Aldon Lifecycle Manager (LMi) for RPG development for more than eight years, they were already very familiar and satisfied with Rocket Aldon products. However, they wanted to be sure that the solution could fully support and integrate smoothly with the company's multiple development environments.

## Results

Initially, Fawcett had considered the PVCS change management system for the Java and WebSphere environment he wanted to introduce, because West Marine's Retail Systems Group had used it in the past. He soon found that Rocket products provided a more streamlined integrated system.

"We quickly learned that this is what Rocket Aldon Lifecycle Manager was built to do," Fawcett explained, "to make developers' lives easier by allowing them to work within any development environment they chose—without losing time or accuracy." The solutions not only automated software application change and deployment workflows, but also gave the group a way to gain more control over the entire change lifecycle.

For West Marine, the tangible results included improved accuracy and higher customer satisfaction. It didn't take long for the company to discover that one of the greatest advantages to be gained from using Rocket products was reduced development time. "These kinds of time savings make our developers that much more efficient, which ultimately provides better service for our customers—something you can't put a price tag on," stated Fawcett.

The development organization at West Marine also reported that it was extremely happy with the attention it received from Rocket throughout the whole software changeover process. "[They have] been with us every step of the way," said Fawcett. "They brought in three people for a week to work with the development and operations staff to configure, implement, and train the team on Rocket Aldon Lifecycle Manager. It's clear they are committed to ensuring their customers are happy with their products long after the deal is signed."

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**John Fawcett**
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