



West Marine

Rocket Aldon Lifecycle Manager Buoy West Marine's Boating Success

West Marine Inc. is the world's largest specialty retailer of recreational boating supplies and apparel. Founded in 1968 in Watsonville, California, the company has grown to 350 stores throughout the United States, Canada and Puerto Rico. In addition to its retail outlets, West Marine has built highly successful wholesale, catalog and online businesses, offering more than 50,000 products to boaters in more than 150 countries worldwide. The company's 2003 revenues were approximately \$660 million.

Situation

A longtime IBM i shop, West Marine first purchased Aldon Lifecycle Manager (IBM i Edition) for its RPG development in 1996. In 2008, West Marine began implementing its first Java project and needed change management software that would support multiple platforms and could integrate with the IBM i environment, Rational's Rapid Applications Development Tool and IBM's WebSphere Development Tool.

Challenge

John Fawcett, West Marine's assistant vice president for Software Development and Computer Operations, began looking for a change management system that could handle the Java development environment and discovered the Rocket Aldon ALM products. Commented Fawcett, "We had been using Rocket Aldon Lifecycle Manager for IBM i for our RPG development for more than eight years, so we were familiar—and very satisfied—with Rocket Aldon ALM products."

When we showed West Marine Rocket Aldon Lifecycle Manager (LM), the software development group was impressed with the integration between Aldon Lifecycle Manager (Enterprise Edition) and Aldon Lifecycle Manager (IBM i Edition). But West Marine wanted to make sure the product could support and integrate with multiple environments.

Industry

Retail

Challenge / Situation

Need for change management software that supported multiple platforms and integrate with the System i environment

Products

Rocket Aldon Lifecycle Manager (IBM i Edition and Enterprise Edition)

Result

Easily integrated system results in time savings, increased productivity and improved customer service

Applications Areas

Software Change Management

IT Compliance

IT Business Management



Solution

West Marine's Retail Systems Group had previously used the PVCS change management system, and Fawcett initially considered it for the Java/WebSphere environment he wanted to introduce. He found, however, that our products provided a much more easily integrated system. "We quickly learned that this is what Rocket Aldon Lifecycle Manager was built for—to make developers' lives easier by allowing them to work within any development environment they chose without losing time or accuracy."

West Marine soon discovered that one of the greatest advantages gained from using our products was 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.

Results

West Marine reports that it is extremely happy with the attention it received from us throughout the entire software changeover process. "[They have] been with us every step of the way. 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," said Fawcett.

"We quickly learned ... what Rocket Aldon Lifecycle Manager was built for—to make developers' lives easier by allowing them to work within any development environment they chose without losing time or accuracy."

John Fawcett
Assistant VP of
Development and
Computer Operations
West Marine

-  www.rocketsoftware.com
-  info@rocketsoftware.com
-  twitter.com/rocket
-  www.youtube.com/rocketsource
-  www.linkedin.com/company/rocket-software
-  plus.google.com/u/0/104109093105646534918