

7dream.com on JBoss

The eCommerce website of Japan's leading retail company Seven-Eleven Japan

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1. Introduction – NRI and 7dream.com -

2. How NRI meets critical business requirements

3. Future Actions

About NRI

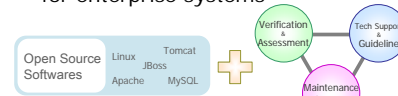


- "Nomura Research Institute, Ltd."
 - ✓ Japan's #1 Consulting firm & top 3 system integrator
 - ✓ Total Solutions Provider from Identification to Resolution of Problems
- NRI's customers are Japan's #1 in each industries
 - ✓ Nomura Securities (#1 in Securities)
 - ✓ E*TRADE Japan (#1 in Online Trading)
 - ✓ Seven & I Holdings (#1 in Distributions)
 - ✓ Japan Post, Government offices of Japan

About NRI/OSSC



- "Open Source Solution Centre"
 - ✓ OSS specialist team
 - ✓ Technical support from design to deployment
 - ✓ Research and evaluation of OSS
- Developing "OpenStandia™"
 - ✓ Sophisticated open source solutions for enterprise systems



About Seven-Eleven Japan



- Japan's largest convenience store operator
 - ✓ 11,000 franchised stores
 - ✓ \$20.3 billion annual sales
 - ✓ 12 million customers per day
 - ✓ Fully-owned subsidiary of Seven & I Holdings
- Long time major customer of NRI
 - ✓ First POS system in 1978
 - ✓ Over 5,500 in-store ATM of Seven Bank
 - ✓ Also operates e-commerce (7dream.com) and food delivery (Seven-Meal Service)

About 7dream.com



- e-commerce site of Seven-Eleven Japan
 - ✓ Starting in July 2000
 - ✓ JV of Seven-Eleven, NRI, NEC, Sony
 - ✓ Over 100,000 items
- Realization of "Click-and-Mortar"
 - ✓ Order online, pay and receive at real store
 - ✓ Available 24x7
 - ✓ Without any shipping cost

Goal of 7dream.com セブンドリーム・ドットコム

- For customers
 - ✓ Reliable
 - ✓ Secure
 - ✓ Convenient
- Corresponding to environment change
 - ✓ Popularization of broadband
 - ✓ Popularization of mobile phone
 - ✓ Diversification of customers' interest

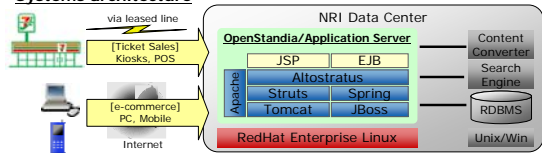
Business challenges

- Robust systems
 - ✓ To handle surged traffic
- Flexibility
 - ✓ To expand systems capacity
 - ✓ To maintain web pages
- Convenience
 - ✓ To draw traffic to recommendations

Technical Environment

- 20+ web application servers
 - ✓ JBoss
 - ✓ RedHat Enterprise Linux

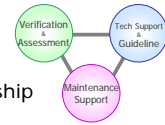
Systems architecture



- Unify application architecture
 - ✓ Struts + Original extensions

High-reliability architecture

- "OpenStandia™" for enterprise
 - ✓ Evaluated combination of OSS
 - ✓ Pre-configured parameters
 - ✓ Tested in operation-simulated environment
- Enterprise ready services
 - ✓ One stop technical support
 - ✓ Trained engineers
 - ✓ Mature and trustable partnership JBoss Inc, MySQL Inc., etc.



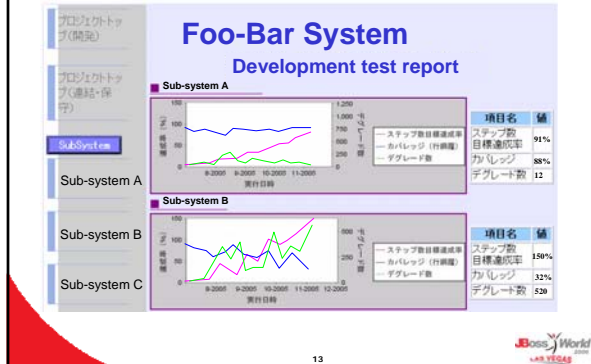
Key operations protection

- Burst of access
 - ✓ From in-store kiosks on sale of hot tickets
 - ✓ From website on sale date of popular toys
 - ✓ Reducing opportunity loss, No.1 priority
- Original flow control module
 - ✓ Once sneak into order process, green light
 - ✓ Dynamic accessible flow change "valve"
 - ✓ Ensuring complete process

Short development period

- Auto-running application tests
 - ✓ System simulation test with mock modules
 - ✓ Nightly test covers all test cases
 - ✓ Improve efficiency in regression tests
- Auto-generated test reports
 - ✓ Code coverage ratio, # of degradation, Ration of coding conventions compliance, etc
 - ✓ Ease managing of offshore development

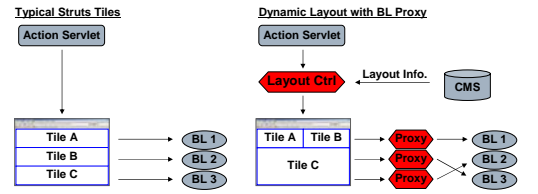
Sample of test reports



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Site maintenance reform

- Dynamic layout change system
 - ✓ Extends Struts tiles layouts
 - ✓ Enable timely update for campaigns



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Technical challenges

- No <query-timeout> in 3.2.x
 - ✓ With OracleRAC, incomplete failover happens
 - ✓ No packet transfer during long running queries cause no failure detection
 - "Senju" helps failure alert
- Imperfect features in full test search
 - ✓ Fault tolerance and recovery
 - ✓ Flow control for semi-batch processes
 - Original middleware supports these functions

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Total effectiveness

- Reducing TCO
 - ✓ Adopting **OpenStandia™**
- Improving and expanding services
 - ✓ Dynamic layouts and CMS
- Increasing access, leads more profit
 - ✓ Ensured order processes over 15 million page view per day
- No major trouble in system infrastructure

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Further growth

- Enhancing continuously
 - ✓ "We can find more and more room for growth in online shopping market."
 - ✓ Toward broader services and better system
- Expanding to whole Seven & I Group
 - ✓ Utilization of brand strength
 - ✓ Bringing greater synergy to succeed

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JBoss Strategic Partner



- NRI become "JBoss Strategic Partner"
 - ✓ Certified Partner since April 2005
 - ✓ Expanding cooperative relations
- Full service for JEMS in Japan
 - ✓ JBoss Subscriptions
 - ✓ Training, Consulting, etc.
- Promoting JEMS with JBoss and Red Hat
 - ✓ Ads, Seminars, Market research

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JBoss User & Good Citizen



- Contributing improvement
 - ✓ Providing source code to JBoss Profiler (Details will be announced soon)
- Disclosing more case studies
 - ✓ Customers in financial industries
 - ✓ JBoss and rich application collaboration
- Supporting Japan-JBug
 - ✓ Offering our facilities for meeting
 - ✓ Making speeches about technical issues

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