Overview

Create a technology roadmap
Cars.com wanted to create a technology architecture that would help minimize website outages, improve visibility and drive innovation.

Integrated applications
IBM software provides a 360-degree view of the technology infrastructure and applications, giving the company visibility into the user experience of its consumers, dealers and advertisers.

Scalability and support
The highly scalable solution has enabled the company to migrate 75 percent of its existing applications to the new IBM platform.

Solution Components

Software
- IBM® WebSphere® Application Server
- IBM WebSphere Portal
- IBM® Tivoli® Composite Application Manager
- IBM® InfoSphere® DataStage® software

Cars.com increases website traffic by 145 million visits

IBM software provides a scalable platform that improves insight, fosters innovation

Headquartered in Chicago, Illinois, Cars.com is a leading destination for online car shoppers, visited by more than 11 million users each month. The site offers credible and easy-to-understand information from consumers and experts that can help users formulate opinions on what to buy, where to buy and how much to pay for a car. The site includes comprehensive pricing information, side-by-side comparison tools, photo galleries, videos, editorial content and a large inventory of new and used vehicles. Founded in 1998, Cars.com is a division of Classified Ventures, LLC.

Challenge
When Kayne Grau was hired as vice president of technology of Cars.com in 2008, he was tasked with examining the company's existing technology and making strategic decisions to help create a roadmap that would foster innovation. He found that Cars.com lacked some of the technology it needed and at the same time, it had many technology resources that were underutilized. For example, the company had multiple monitoring tools, but since they weren't well integrated, it was difficult to gain the insight it needed. In addition to hindering insight, having duplicate tools introduced architectural complexity. Cars.com wanted to create a technology architecture that would help minimize website outages, improve visibility and drive innovation.

Solution
Cars.com created a standardized technology architecture using IBM® WebSphere® Application Server, IBM WebSphere Portal, IBM Tivoli® Composite Application Manager and IBM InfoSphere® DataStage® software.

WebSphere Application Server software delivers optimal performance and a scalable platform for the company's site. WebSphere Portal software provides an interface that enables dealers to examine their current inventory, change pricing and manage photos. Tivoli

Composite Application Manager software provides a 360-degree view of the company's infrastructure and applications, giving the company visibility into the user experience of its consumers, dealers and advertisers. The Tivoli application is tightly integrated with the InfoSphere DataStage software, which collects and manipulates millions and millions of data records per day.

Benefits

- Scaled to support 200 million unique visitors a year, an increase of 145 million visits since 2007
- Enabled the company to migrate 75 percent of its existing applications to the new IBM solution
- Delivered an integrated, standardized solution that will enable the company to turn its focus to innovation rather than maintenance

For more information

To learn more about IBM WebSphere software, contact your IBM sales representative or IBM Business Partner, or visit, **ibm.com**/websphere.

"One of the main reasons we chose IBM is that we felt that IBM offered a complete solution, meaning that IBM offered the right components for the application layer and the right components for the middle-tier layer."

—Kayne Grau, vice president of technology, Cars.com