



AGL Resources

■ Company Overview

As the second oldest company in Georgia, AGL Resources (ATG - NYSE) is one of the nation's preeminent distributors of natural gas. AGL Resources provides service through six utilities, two gas storage facilities and an asset management company. AGL Resources, which is the parent company of Atlanta Gas Light, is a Fortune 1000 company that ranks No. 46 in the Fortune gas and utilities sector. The company has over 2,300 employees and serves some 2.2 million customers.

■ Business Challenge

Atlanta Gas Light and AGL Resources were early adopters of Internet technology and Atlanta Gas Light was one of the first gas utilities to offer any form of e-Commerce website to consumers. While the initial website was functional and met the basic business needs, AGL Resources' company management determined that a completely new e-Commerce website should be designed and developed to meet the expanding needs and business requirements.

AGL Resources needed a new e-Commerce site that was simple to use for consumers, aesthetically appealing, would provide the customer with an enhanced buying experience, and that would be efficient to administer and maintain by in-house personnel. In addition, the new site would need to be extensible such that it could be seamlessly private-labeled for all six gas utility brands owned by AGL Resources.

■ Solution Approach

AGL Resources engaged in a vendor selection process and chose Northridge as its partner to design and develop the new e-Commerce solution. Northridge senior project personnel, including Business Analysts and Software Architects, worked with AGL Resources marketing team members to capture, analyze, and document each of the key project requirements. These requirements were then extended into detailed design documents that dictated the precise architecture of the e-Commerce solution.

Once the requirements gathering and detailed design phases were completed, Northridge provided comprehensive implementation services including creative design, database architecture, software architecture, system programming, back-end integration, testing, and hosting. Northridge also developed a secure management portal which allows designated AGL Resources personnel to quickly add and update products, create new specials and promotions, track orders, and facilitate the entire order lifecycle with distributors and installers.

■ Results Delivered

AGL Resources and Northridge launched the new e-Commerce site, named BuyGasAppliances.com, to rave reviews as the site gained immediate attention and recognition within the gas utilities sector. Northridge subsequently rolled out a private-labeled online storefront for each of AGL Resources' six gas subsidiary companies including Atlanta Gas Light, Virginia Natural Gas, and Chattanooga Gas. The site was recently recognized in the Platt's E-business Commerce and Transactions Report as a Top Energy Services e-Commerce Site.

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We have been thrilled with the work product from the Northridge team. The Northridge Content Management System has been integral to our ability to deliver content quickly and effectively across all of our gas company websites.

Bobby Grubic
Creative Director
AGL Resources

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