



Salmon deliver eCommerce platform for Barratts Priceless (formerly Stylo Plc)

Barratts Priceless, the UK's second largest independent shoe retailer (brands include PriceLess, Barratts, Discount Shoe Store, Petitfeet, Big Shoe Boutique and Nineteen Twentyone), use Salmon's Application Framework for eCommerce (SAFE™) as their new eCommerce platform.

BARRATTS

"SAFE™ was affordable, fast to implement and supported our multiple brands, its "out of the box" functionality met all of our requirements, supporting our online needs as well as giving us complete control over our eCommerce environment. We now have a scalable platform in place that meets our customers' desires now and will cope with increasing levels of traffic and our changing business needs in the future."

*Ken Platt,
eCommerce Mgr,
Stylo plc*

Challenge

Barratts Priceless needed to consolidate all of their customer-facing websites and eCommerce initiatives onto a single platform, to reduce maintenance costs and make it easier for them to support their sites in the future.

Solution

Barratts Priceless's new infrastructure now benefits from SAFE™, (Salmon's Application Framework for eCommerce), which extends IBM's award winning WebSphere Commerce (WC) product. SAFE's™ sophisticated functionality met all of Barratts Priceless's needs and was implemented at a fraction of the time and cost compared with traditional eCommerce development projects, allowing Barratts Priceless to start selling sooner and manage the more specialised requirements post go live.

Minor integration activities were undertaken to integrate SAFE™ with Barratts Priceless's preferred payment gateway Cybersource, as well as Mercado for optimised search and browse. Barratts Priceless's back office systems were also integrated including sales, despatch and catalogue requests, so that information could be horizontally shared across the business.

Benefits

- ▶ Sophisticated functionality for marketing campaigns.
- ▶ Better merchandising, content and order management.
- ▶ Common business processes, which are re-used across the business and at each point of interaction (store, contact centre, web, etc).
- ▶ Market leading eCommerce platform supporting multiple brands and websites.
- ▶ Ability to invest in customisations that will differentiate the business.

About Salmon

Salmon is a highly innovative global systems integrator whose commitment to on-time, on-budget projects is increasingly embraced by the leading names in retail, insurance and financial services markets. Since 1989, leading brands have been turning to Salmon for its ability to build, integrate and support business-led systems that add measurable competitive value to their day-to-day operations – and to their bottom line. Salmon quickly understand business needs, creates realistic development schedules, and efficiently delivers solutions to plan; based around an ethos that marries a depth and breadth of development skills, with a management process that removes virtually all risk from successful project roll-outs. Customers include Argos, Boots, Bristol & West, Halfords, Novae, Swiss Re and W.R. Berkley.

Salmon is headquartered in Watford, Hertfordshire and has offices in the US, China and Australia. For more details about Salmon visit www.salmon.com.

Salmon Limited

64 Clarendon Road
Watford
Herts
WD17 1DA

Tel: +44 (0)1923 320000
Fax: +44 (0)1923 320023
Email: info@salmon.com

www.salmon.com

Unique Approach • Unique Solutions

Boots.com reveals new look

Salmon responsible for delivering and integrating Boots.com, the UK health and beauty website.



"We knew our customers wanted a quick, simple checkout, delivery options that suited them and to feel part of a community online. This is the first stage in an exciting period of development for Boots' online presence and we are committed to delivering customers a multi-channel shopping experience."

*Tim Stacey,
Director of Boots.com*

Since embarking on the implementation of a new eCommerce strategy in August 2007, Boots have significantly improved their customers' shopping experience, leading to increased sales.

Challenge

Boots.com wanted to update the technology which it used on the site and at the same time introduce richer content which customers had requested following extensive customer research. Tim Stacey, Director of Boots.com, explained, "Boots.com was initially launched more than six years ago. In this time, eCommerce has grown beyond all expectations and technology has come on at a pace. In addition, our customers told us that they would like to see more information and advice alongside our thousands of health and beauty products."

Solution

Boots partnered with multi-channel experts utilising IBM's WebSphere Commerce platform, in partnership with Europe's leading WSC systems integrator Salmon. By seamlessly integrating all channels including EPOS, web and call centre, Boots have provided their customers with a true multi-channel experience.

Benefits

The new look site for Boots boasts a host of new features and functionalities to improve the customer's shopping experience. These include improved navigation, optimised checkout, as well as a "wish list" facility and product ratings and reviews.

The platform has greatly increased Boots.com's advice and information capabilities. As well as the existing "Ask Boots" advice portal in partnership with the British Medical Journal, the site now has inspiring video content and advice on everything from morning sickness to beauty videos showing how to get the latest looks.



Customers now have the ability to order products when, where and how they like, as well as choose to have items delivered to the address of their choice or collect in store. The new "Live Pharmacist" service means that users can email a health question to the site and have a pharmacist call them back with online pharmacy advice within 20 minutes.

Enhancements to the checkout process have resulted in a significant reduction in the number of customer complaints, significantly increasing sales. New merchandising functionality allows Boots to easily promote new products and write better ads. Enhanced business processes and a better customer experience has substantially increased customer conversion and reduced customer drop out points, significantly increasing sales.

About Salmon

Salmon is a highly innovative global systems integrator whose commitment to on-time, on-budget projects is increasingly embraced by the leading names in retail, insurance and financial services markets. Since 1989, leading brands have been turning to Salmon for its ability to build, integrate and support business-led systems that add measurable competitive value to their day-to-day operations – and to their bottom line. Salmon quickly understand business needs, creates realistic development schedules, and efficiently delivers solutions to plan; based around an ethos that marries a depth and breadth of development skills, with a management process that removes virtually all risk from successful project roll-outs. Customers include Argos, Boots, Bristol & West, Halfords, Novae, Swiss Re and W.R. Berkley.

Salmon is headquartered in Watford, Hertfordshire and has offices in the US, China and Australia. For more details about Salmon visit www.salmon.com.

Salmon Limited

64 Clarendon Road • Watford • Herts • WD17 1DA
Tel: +44 (0)1923 320000 • Fax: +44 (0)1923 320023 • Email: info@salmon.com

Unique Approach • Unique Solutions

www.salmon.com

Salmon implement new intelligent eCommerce website for Endsleigh Insurance

Salmon implemented a new intelligent eCommerce website for Endsleigh Insurance Services Ltd, ensuring its customers benefit from a truly exceptional online experience that includes the ability to purchase insurance & financial products and services directly.



"Salmon demonstrated a high level of technical expertise and a comprehensive understanding of the insurance market and their passion and skills have helped us meet our vision to make endsleigh.co.uk an eCommerce website which can exceed customer expectation and help us lead the market when it comes to purchasing insurance online."

*Ian Passmore,
Managing Director,
Endsleigh*

Challenge

Endsleigh prides itself on understanding customers and their needs. The solution needed to be designed to allow Endsleigh to display relevant and targeted propositions, and additionally allow underwriters to develop competitive propositions and offers.

Solution

The new website's design and experience based architecture is centered wholly on customer needs. The innovative solution leverages a unique "recognition system" conceived by Endsleigh and developed, implemented and integrated by Salmon, which intelligently determines which content to display to any given customer segment. Salmon have developed Endsleigh's new eCommerce platform leveraging Microsoft Office SharePoint Server and Microsoft Web Content Management.

Benefits

Endsleigh's diverse customer content including documents, web pages, video, photos and reviews are now managed via a central repository. This ensures better knowledge sharing, improved customer communications and increased process efficiency. For returning visitors, the solution automatically checks what knowledge Endsleigh already holds. Importantly this ensures visitors are not only given access to the detail of their cover and claims advice, but also visibility of complementary products and offers or discounts applicable. Other benefits include;

- ▶ Streamlined and simplified navigation.
- ▶ Capability to implement affinity partner strategy in areas such as co-branded landing pages and white labeled services.
- ▶ Access to business tools that allow Endsleigh staff to manage and update the entire online solution themselves, whilst following approval cycles to meet FSA regulation.
- ▶ Personalisation that allows Endsleigh to promote tailored products and advice designed to suit each individual and complementary products, offers or discounts.

About Salmon

Salmon is a highly innovative global systems integrator whose commitment to on-time, on-budget projects is increasingly embraced by the leading names in retail, insurance and financial services markets. Since 1989, leading brands have been turning to Salmon for its ability to build, integrate and support business-led systems that add measurable competitive value to their day-to-day operations – and to their bottom line. Salmon quickly understand business needs, creates realistic development schedules, and efficiently delivers solutions to plan; based around an ethos that marries a depth and breadth of development skills, with a management process that removes virtually all risk from successful project roll-outs. Customers include Argos, Boots, Bristol & West, Halfords, Novae, Swiss Re and W.R. Berkley.

Salmon is headquartered in Watford, Hertfordshire and has offices in the US, China and Australia. For more details about Salmon visit www.salmon.com.

Salmon Limited

64 Clarendon Road
Watford
Herts
WD17 1DA

Tel: +44 (0)1923 320000
Fax: +44 (0)1923 320023
Email: info@salmon.com

www.salmon.com

Unique Approach • Unique Solutions

Dot.com First From Halfords

Salmon implement a new innovative service which lets customers order any item available on Halfords' website and then pick up from their local store – free of delivery charge.



"We continue to invest in Halfords.com to make it easier and more enjoyable for customers to shop with Halfords. "Free Delivery To Store" builds on our success with "Reserve and Collect", providing a wider range from your local store."

*Chris Corbin,
Head of Halfords.com*

Halfords is the UK's leading specialist retailer for automotive parts and accessories, cycling and leisure. Salmon has been helping Halfords implement their eCommerce and multi-channel strategy since 2005, and in February 2010 announced the successful implementation of "Free Delivery To Store".

Challenge

Halfords are continually looking at ways to make it easier and more enjoyable for customers to shop with Halfords.

Solution

"Free Delivery To Store" builds on Halfords success with "Reserve and Collect" providing customers with a wider range of products from their local store.

Halfords are able to offer this complex but unique offering due to their combination of best in breed IT solutions including IBM WebSphere Commerce, DataCash, SAP, PKMS and BTE Store6, which make it possible for them to keep track of orders and most importantly keep customers up to date with the progress of their order. Customers can also track their purchases online and will be updated by text and email as orders are dispatched and arrive in store.

To deliver "Free Delivery To Store" Salmon have leveraged Halfords existing architecture that supports "Reserve and Collect", Home/Work Delivery" and more recently "Text and Reserve" services. Salmon's integration skills have enabled the Halfords eCommerce platform (IBM WebSphere Commerce) to determine the delivery times from the distribution centres to the stores, take payment using DataCash, pass the order information to SAP which then forwards the information to the store system (Store6). To complete the circle, status updates "ready for collect" are sent from the stores, via Store6 and SAP to IBM WebSphere Commerce, which then sends text alerts and emails to the customers.



Benefits

Halfords.com customers can now choose between 4 different delivery services –

- ▶ Free Delivery To Store.
- ▶ Reserve and Collect.
- ▶ Text and Reserve.
- ▶ Home Delivery.

Chris Corbin, Head of Halfords.com said “We know our customers prefer to collect in-store because of the fitting services we offer and because it is often more convenient than waiting in for a delivery. We believe “Free Delivery To Store” will prove very popular with our customers.

About Salmon

Salmon is a highly innovative global systems integrator whose commitment to on-time, on-budget projects is increasingly embraced by the leading names in retail, insurance and financial services markets. Since 1989, leading brands have been turning to Salmon for its ability to build, integrate and support business-led systems that add measurable competitive value to their day-to-day operations – and to their bottom line. Salmon quickly understand business needs, creates realistic development schedules, and efficiently delivers solutions to plan; based around an ethos that marries a depth and breadth of development skills, with a management process that removes virtually all risk from successful project roll-outs. Customers include Argos, Boots, Bristol & West, Halfords, Novae, Swiss Re and W.R. Berkley.

Salmon is headquartered in Watford, Hertfordshire and has offices in the US, China and Australia. For more details about Salmon visit www.salmon.com.

Salmon Limited

64 Clarendon Road • Watford • Herts • WD17 1DA
Tel: +44 (0)1923 320000 • Fax: +44 (0)1923 320023 • Email: info@salmon.com

Unique Approach • Unique Solutions

www.salmon.com

Salmon continue to enhance Halfords Multi Channel Strategy with "Reserve and Collect"

Halfords employs in excess of 10,000 staff and sells over 10,000 different product lines, ranging from car parts and cycles through to the latest in-car technology, alloy wheels, child seats, roof boxes and outdoor leisure and camping equipment.



halfords

"The benefits of "Reserve and Collect" are plain. The channel is a powerful tool in driving incremental sales and one we will continue to develop with Salmon over the next few months. We believe it offers customers what they want, choice! It allows customers to do their research online and secure items for collection in store. Many of our customers don't want to wait at home for a delivery, or pay delivery charges. By checking stock online and reserving in store they avoid the disappointment of turning up to a store to find the item is out of stock, it also caters for those last minute buyers who don't have 24 hours to wait for an item to be delivered."

*Jon Asbury,
Channel Development Manager,
Halfords*

Salmon have been helping Halfords implement their multi-channel strategy since 2005; responsible for designing, developing, integrating and supporting the solutions they have built.

In 2008, Salmon worked with Halfords to develop innovative new functionality in the form of "Reserve and Collect", allowing Halfords customers to reserve online and collect in store, providing them with the choice to buy when, where and how they like.

Challenge

Halfords were looking at ways to continue to exceed customers' expectations through its multi-channel offering, drive profitability and growth, and differentiate the Halfords brand even further.

Jon Asbury, Channel Development Manager for Halfords said, "It is very important for us to be able to predict customers' expectations, building our customers loyalty and enticing new online shoppers. To do this we knew we had to organise the business around the customer and deliver a consistent brand experience no matter how our customers choose to shop with us."

Solution

"Reserve and Collect" allows a customer to reserve online and collect from a store of choice within one hour of placing a transaction.

Salmon developed the schematics and functional dynamic pages using CSS, XHTML and J2EE, and integrated the site with a number of partners complimentary technology to transform the customer experience. Integration points include MultiMap to ascertain the distance in miles from the search location to the stores listed and a facility to provide driving instructions to the store. QAS was integrated for address management and data integrity, Scene7 for dynamic imaging and a link to an innovative website called Mythings.com offers a free service where customers can organise their possessions online.

halfords

"We can now provide a quality shopping experience any time, any place, anywhere and have a business model in place that will support long term, sustainable growth and profitability."

*Jon Asbury,
Channel Development Manager,
Halfords*

Benefits

Halfords "Reserve and Collect" continues to be a resounding success, with them surpassing their one-millionth "Reserve and Collect" milestone, demonstrating just how popular the service has been with customers and driving 90% growth in multi-channel revenue in the year to 3 April 2009.

As a result of its success Halfords.ie has also recently launched the "Reserve and Collect" service and initial sales in Ireland have been encouraging and are growing.

About Salmon

Salmon is a highly innovative global systems integrator whose commitment to on-time, on-budget projects is increasingly embraced by the leading names in retail, insurance and financial services markets. Since 1989, leading brands have been turning to Salmon for its ability to build, integrate and support business-led systems that add measurable competitive value to their day-to-day operations – and to their bottom line. Salmon quickly understand business needs, creates realistic development schedules, and efficiently delivers solutions to plan; based around an ethos that marries a depth and breadth of development skills, with a management process that removes virtually all risk from successful project roll-outs. Customers include Argos, Boots, Bristol & West, Halfords, Novae, Swiss Re and W.R. Berkley.

Salmon is headquartered in Watford, Hertfordshire and has offices in the US, China and Australia. For more details about Salmon visit www.salmon.com.

Salmon Limited

64 Clarendon Road • Watford • Herts • WD17 1DA
Tel: +44 (0)1923 320000 • Fax: +44 (0)1923 320023 • Email: info@salmon.com

Unique Approach • Unique Solutions

www.salmon.com

Salmon deliver unique “Text and Reserve” SMS service for Halfords

Halfords employs in excess of 10,000 staff and sells over 10,000 different product lines, ranging from car parts and cycles through to the latest in-car technology, alloy wheels, child seats, roof boxes and outdoor leisure and camping equipment.

halfords

“Salmon are helping us maximise the opportunities of the mobile channel, extending our multi-channel offering with this new service which distinguishes our brand. We can now maintain relationships with our customers wherever they are through their mobile phone, making it easier for our customers to interact with us and allowing us to promote and market to them more effectively.”

*Sam Ambrose,
Development Manager,
Halfords*

Salmon have been helping Halfords implement their multi-channel strategy since 2005; responsible for designing, developing, integrating and supporting the solutions they have built.

In September 2009, Salmon extended Halfords multi-channel strategy to mobile phone users, delivering a unique “Text and Reserve” service. Customers can now look up products, locate their nearest store that stocks the recommended product and “Reserve and Collect” the product, using their mobile phone and the power of SMS text messaging.

Challenge

Halfords were looking at ways to target customers whichever device they were on and recognised early that the opportunities presented by the mobile channel would be considerable. Mobile services had been a key part of Halfords strategy since the launch of their “Reserve and Collect” service, when they started communicating with customers via text around reservations and home delivery and “Text and Reserve” evolved as a natural progression.

Solution

Initially this one of a kind service supported motor vehicle parts, including oil, bulbs, batteries and wiper blades, and now Halfords are working with Salmon to extend the offering to all products.

The service has been specifically tailored by Salmon to integrate with Halfords existing back-end IT systems that hold vital information on products, vehicles and stock inventory. The solution extends Halfords “Reserve and Collect” service delivered by Salmon in 2008, providing web service access to M-Send, a Halfords business partner responsible for handling all the SMS interaction with customers.



The web service access reuses existing complex integration with Halfords back office systems to enhance the customer experience and is integrated with a number of systems including:

- ▶ Itim Zygon Product Information Management System – for identifying vehicles from their registration plate and recommending the right product for each car.
- ▶ SAP – to provide product and pricing information.
- ▶ Multimap – to establish the stores nearest to the customer.
- ▶ BT Expedite Store 6 – to check store stock availability and ultimately accept the customers reservation.

Benefits

Halfords are now benefitting from the opportunities presented by the mobile channel, contributing to revenue growth and internal cost efficiencies relating to call centre costs and direct marketing activity. By integrating web, store and mobile channels, Halfords have further enhanced the multi-channel experience their customers demand and continue to excel when it comes to customer service.

About Salmon

Salmon is a highly innovative global systems integrator whose commitment to on-time, on-budget projects is increasingly embraced by the leading names in retail, insurance and financial services markets. Since 1989, leading brands have been turning to Salmon for its ability to build, integrate and support business-led systems that add measurable competitive value to their day-to-day operations – and to their bottom line. Salmon quickly understand business needs, creates realistic development schedules, and efficiently delivers solutions to plan; based around an ethos that marries a depth and breadth of development skills, with a management process that removes virtually all risk from successful project roll-outs. Customers include Argos, Boots, Bristol & West, Halfords, Novae, Swiss Re and W.R. Berkley.

Salmon is headquartered in Watford, Hertfordshire and has offices in the US, China and Australia. For more details about Salmon visit www.salmon.com.

Salmon Limited

64 Clarendon Road • Watford • Herts • WD17 1DA
Tel: +44 (0)1923 320000 • Fax: +44 (0)1923 320023 • Email: info@salmon.com

Unique Approach • Unique Solutions

www.salmon.com

Salmon support plans for Hotter Comfort Concept Shoes to double their online revenues

Salmon developed a new eCommerce website for Hotter Comfort Concept, a business which currently makes 1.3 million pairs of shoes per year in the UK.



"We now have an eCommerce platform in place which will scale to meet our growth objectives and which we can manage ourselves day to day. With the new website in place we are already benefitting from improved search engine rankings, an enhanced customer experience and more sales."

*Lisa McCarten,
Marketing Director,
Hotter Comfort Concept Shoes*

Challenge

Hotter needed a partner to help them meet their long-term eCommerce strategy and ambitious online growth target of 20% for the next year. They were looking for a solution that was quick to implement, that they could manage on a day to day basis themselves and offered sophisticated functionality for both the short and long term.

Solution

In 2009, Hotter selected Salmon to design, develop and integrate their new website using Salmon's Application Framework for eCommerce (SAFE™), which extends IBM's WebSphere Commerce product.

With their new platform in place Hotter have the flexibility to produce additional transactional, promotional and community websites or microsites simply and at low cost.

Benefits

- ▶ Day one of the new site saw an average of 1000 visitors per hour between 8am – 8pm (almost four times the volume on the previous week – 260 per hour).
- ▶ In the first five full days of the website visitor figures were almost three times the 2008 level.
- ▶ Visitors are spending 60% more time browsing the site compared with the same period the year before.
- ▶ A flexible, contemporary branded design now allows marketing teams to make changes using merchandising "hot spots" matching retail print and advertising campaigns.
- ▶ User Generated Content has been integrated and merchandising improved with PowerReviews, giving customers informative, trusted and personalised reviews on products.
- ▶ Google Analytics has been integrated, tracking visitors customer journey and interaction with the site, and laying foundation for increase conversion and loyalty.

About Salmon

Salmon is a highly innovative global systems integrator whose commitment to on-time, on-budget projects is increasingly embraced by the leading names in retail, insurance and financial services markets. Since 1989, leading brands have been turning to Salmon for its ability to build, integrate and support business-led systems that add measurable competitive value to their day-to-day operations – and to their bottom line. Salmon quickly understand business needs, creates realistic development schedules, and efficiently delivers solutions to plan; based around an ethos that marries a depth and breadth of development skills, with a management process that removes virtually all risk from successful project roll-outs. Customers include Argos, Boots, Bristol & West, Halfords, Novae, Swiss Re and W.R. Berkley.

Salmon is headquartered in Watford, Hertfordshire and has offices in the US, China and Australia. For more details about Salmon visit www.salmon.com.

Salmon Limited

64 Clarendon Road
Watford
Herts
WD17 1DA

Tel: +44 (0)1923 320000
Fax: +44 (0)1923 320023
Email: info@salmon.com

www.salmon.com

Unique Approach • Unique Solutions

Kiddicare aims to triple online sales with SAFE™

Kiddicare, the leading online supplier of nursery products, replaced its website with a new eCommerce solution developed with Salmon's Application Framework for eCommerce (SAFE™).



"Our online business accounts for 80% of our revenues and our plans for growth are aggressive. We replaced our existing platform with SAFE™ as we needed to obtain control of our eCommerce business. Our online plans are sophisticated and we need to address our requirements with a higher degree of autonomy, flexibility and responsiveness to change."

*Scott Weavers-Wright, Kiddicare
Partner*

Challenge

Kiddicare purchased SAFE™ with a view to evolving its online capabilities and optimising their online customer experience. Additionally they wanted to significantly lower the risks traditionally associated with launching or replacing an existing eCommerce platform.

Solution

SAFE™ is a series of pre-configured reusable eCommerce components, which allowed Kiddicare to quickly and easily leverage the inherent functionality of IBM WebSphere Commerce. The open standards that SAFE™ offers meant that Kiddicare were able to implement best of breed technologies quickly and easily:- like Endeca for intuitive search and guided selling, PowerReviews for user generated content, and Web 2.0 navigation techniques such as tag clouds.

Benefits

Kiddicare is now able to provide a more satisfying and differentiated customer experience. They can easily alter and add new functionality related to marketing, merchandising, catalogue and content management and order management.

Kiddicare can also adapt and extend their site to quickly cater for a change in customer demand or market trends. Customers have the ability to view online stock availability in real-time and with their in-store payment kiosks utilising chip and pin technology customers can shop with even greater convenience and flexibility.

Since the new eCommerce solution went live, Kiddicare have been voted Online Nursery Retailer of the Year by Mother and Baby Magazine, and has also won awards for Multi Channel Retailer of the year 2009 and Overall Winner at The Retail Systems 2009 awards.

About Salmon

Salmon is a highly innovative global systems integrator whose commitment to on-time, on-budget projects is increasingly embraced by the leading names in retail, insurance and financial services markets. Since 1989, leading brands have been turning to Salmon for its ability to build, integrate and support business-led systems that add measurable competitive value to their day-to-day operations – and to their bottom line. Salmon quickly understand business needs, creates realistic development schedules, and efficiently delivers solutions to plan; based around an ethos that marries a depth and breadth of development skills, with a management process that removes virtually all risk from successful project roll-outs. Customers include Argos, Boots, Bristol & West, Halfords, Novae, Swiss Re and W.R. Berkley.

Salmon is headquartered in Watford, Hertfordshire and has offices in the US, China and Australia. For more details about Salmon visit www.salmon.com.

Salmon Limited

64 Clarendon Road
Watford
Herts
WD17 1DA

Tel: +44 (0)1923 320000
Fax: +44 (0)1923 320023
Email: info@salmon.com

www.salmon.com

Unique Approach • Unique Solutions

“Pets at Home” replace eCommerce platform to help them embrace Multi-Channel

Salmon selected to help design, deliver and integrate new online offering.



where pets come first

“We were very impressed with Salmon’s credentials, they have a solid history of developing multi-channel websites for leading retailers and this experience along with their eCommerce solution, which leverages IBM WebSphere Commerce made them the right eCommerce provider for us. Salmon have designed, delivered and integrated our new website, and are actively helping us shape our multi-channel strategy. We are extremely happy with the results to date and we look forward to a continued partnership.”

*Brian Scott,
Systems Director,
Pets at Home*

Challenge

Pets at Home, with 246 pet stores across the UK, evaluated a number of ways to help them embrace multi-channel as they aimed to grow their business significantly over a three year period. www.petsathome.com was an essential component of the resultant multi-channel strategy.

Solution

The new Pets at Home eCommerce website leverages SAFE™ (Salmon’s Application Framework for eCommerce) giving Pets at Home a scalable infrastructure to become a true multi-channel business. Salmon integrated a number of leading technologies as part of the overall solution including:

- ▶ CyberSource – payment / fraud management.
- ▶ Coremetrics – analytics and marketing optimisation.
- ▶ Power Reviews – User generated reviews.
- ▶ QAS Quick Address Pro Web – address verification.
- ▶ Omniture – Merchandising & shopping experience optimisation.

Benefits

The new site makes it easy for customers to find what they are looking for, offers reviews for informed recommendation, and helps Pets at Home cross sell and up sell. Using Coremetrics implemented by Salmon, Pets at Home can measure and improve effectiveness of their online marketing programs. Overall, they are now offering a much enhanced experience for their customers, in addition to having a stable eCommerce platform that will cater for their multi-channel growth moving forward.

Matt Stead, Director of Multi-Channel at Pets at Home said, “It’s important we offer the convenient and enjoyable web experience that our customers demand. Combining our online and offline services is going to be a contributing factor to our success over the next few years. In the coming months we will look to trial additional functionality to meet our customers’ expectations.”

About Salmon

Salmon is a highly innovative global systems integrator whose commitment to on-time, on-budget projects is increasingly embraced by the leading names in retail, insurance and financial services markets. Since 1989, leading brands have been turning to Salmon for its ability to build, integrate and support business-led systems that add measurable competitive value to their day-to-day operations – and to their bottom line. Salmon quickly understand business needs, creates realistic development schedules, and efficiently delivers solutions to plan; based around an ethos that marries a depth and breadth of development skills, with a management process that removes virtually all risk from successful project roll-outs. Customers include Argos, Boots, Bristol & West, Halfords, Novae, Swiss Re and W.R. Berkley.

Salmon is headquartered in Watford, Hertfordshire and has offices in the US, China and Australia. For more details about Salmon visit www.salmon.com.

Salmon Limited

64 Clarendon Road
Watford
Herts
WD17 1DA

Tel: +44 (0)1923 320000
Fax: +44 (0)1923 320023
Email: info@salmon.com

www.salmon.com

Unique Approach • Unique Solutions



Regatta Group launch new websites for Craghoppers, Hawkshead and Dare2B in the UK and internationalize with sites for Bear Grylls and Craghoppers in the US

Salmon, specialists in delivering eCommerce solutions have been working with Regatta Group, the leading outdoor family clothing, footwear and equipment brand since early 2008.



"The UK websites have been a contributing factor to our success during 2008 and 2009, we are seeing significant cost savings as a result of the new platform, as well as an increase in sales, and we were keen to replicate this in the US. We have been very impressed with how quickly and easily Salmon were able to bring our additional brands online."

*Chris Bulmer,
IT Director, Regatta Group*

Challenge

Following the acquisition of Hawkshead in August 2007, Regatta was witnessing the cost of managing the brands on the web increase to unviable levels. Chris Bulmer, Group IT Director at Regatta said "We had little control over our website infrastructure which was increasingly disparate and outsourced across various suppliers. Our costs were becoming unmanageable and effort was centred on general web maintenance and technology – as opposed to launching new brands, special promotions or differentiation." Regatta selected Salmon to design, develop, integrate and support new websites for their brands including Hawkshead, Craghoppers and Dare2b in the UK. Following their successful launch, Salmon were then engaged to launch two additional international brands – Craghoppers in the US and Bear Grylls in the UK and US.

Solution

Regatta selected Salmon's Application Framework for eCommerce (SAFE™) as they wanted a strategic platform which would support the whole group, as well as their international expansion plans. Bulmer continued "We needed a solution that was quick to implement, would scale to meet customer needs as our online business grows and provide all the tools necessary for online marketing and promotion of our brands. SAFE™ and IBM WebSphere Commerce collectively ticked all the boxes."

The new sites developed by Salmon leverage IBM WebSphere Commerce and its extended sites functionality, which allowed Regatta to launch new sites quickly and easily.



We are confident we made the right decision selecting Salmon's eCommerce solution SAFE™ and the IBM WebSphere Commerce platform. To date, it has met all our eCommerce needs and we are certain it will continue to do so as our requirements develop online with our customers' demands."

*Chris Bulmer,
IT Director, Regatta Group*

Chris Bulmer went on to say, "Internationalisation has its challenges. We needed to make sure that our technical infrastructure would scale to meet the new demands from the additional sites in the US and that the speed and functionality wasn't put at risk, as problems like these can lead to site abandonment and ultimately damaged brand equity, however I can confidently say that by working with Salmon these risks were thoroughly mitigated against."

The new US stores replicate the UK stores but instead display the products with prices in US dollars and allow US data capture of customer information at point of registration. Some minor changes to the design and layout of some of the fields on the product details page have been implemented across all the sites and delivered by amending the CSS. The product description field has been changed to highlight that sizes are represented by "UK size", although US sizing chart information for translating UK sizes is available within the product description. As all products are shipped to the US by Royal Mail from the UK, Regatta were keen to make it as simple as possible for customers that weren't satisfied with their goods to return them, therefore they are dealt with by being returned to a central location in the US.

Benefits

By using SAFE™, Regatta lowered development time and costs. In addition, each brand is ideally placed to develop additional websites to embrace new geographies, propositions, market segments or customer types quickly and easily. Bulmer continued, "We have been really pleased with the results to date. Not only has Salmon proved to be a highly skilled systems integrator, with a unique fixed price approach that met our budgeting requirements perfectly, but they also exceeded our expectations when the Hawkshead site was implemented and launched in just 35 days. With increased control and better flexibility and greater control over our online business, we can start focussing on the more innovative components of our business, including plans to optimise the customer experience, service our wholesale networks and expansion into other countries."

About Salmon

Salmon is a highly innovative global systems integrator whose commitment to on-time, on-budget projects is increasingly embraced by the leading names in retail, insurance and financial services markets. Since 1989, leading brands have been turning to Salmon for its ability to build, integrate and support business-led systems that add measurable competitive value to their day-to-day operations – and to their bottom line. Salmon quickly understand business needs, creates realistic development schedules, and efficiently delivers solutions to plan; based around an ethos that marries a depth and breadth of development skills, with a management process that removes virtually all risk from successful project roll-outs. Customers include Argos, Boots, Bristol & West, Halfords, Novae, Swiss Re and W.R. Berkley.

Salmon is headquartered in Watford, Hertfordshire and has offices in the US, China and Australia. For more details about Salmon visit www.salmon.com.

Salmon Limited

64 Clarendon Road • Watford • Herts • WD17 1DA
Tel: +44 (0)1923 320000 • Fax: +44 (0)1923 320023 • Email: info@salmon.com

Unique Approach • Unique Solutions

www.salmon.com

Scotts & Co. seeks new markets and growth opportunities with SAFE™

Scotts & Co, selected Salmon to help them implement a new eCommerce platform which would support their vision for 50% of turnover to be delivered by the online channel by 2011.



"SAFE™ and Salmon's track record in delivering eCommerce solutions on time and on budget helped us decide they were the right partner for us. During the project they provided us with the perfect approach, a combination of software, services and consultancy meeting and exceeding our expectations."

*Wendy Derbyshire,
Director of Business & IT,
Scotts & Co*

Challenge

Without an infinite budget, and a requirement for nine eCommerce websites to be developed under tight deadlines, Scotts & Co selected Salmon to help them implement a new eCommerce platform.

Solution

Scotts & Co's new eCommerce platform and websites have been built using SAFE™ (Salmon's Application Framework for eCommerce), a series of pre-configured, reusable and customisable eCommerce components which combine with a mature project delivery methodology. The new solution scales to support all their brands which include Scotts of Stow, Cucina Direct, The Original Gift Company, Expert Verdict, Viva! Presents Direct, Renwoods, Ancestral Collections and Stow Grange.

Benefits

Scotts & Co's new eCommerce platform ensures maximised site performance, scalability and adaptability and each brand delivers a rich, relevant customer experience with common business services across brands being reused at each point of interaction (store, contact centre, web etc). Other benefits include;

- ▶ 25% uplift on conversion rates.
- ▶ Intuitive role-based tools to empower better merchandising and increased customer service across channels.
- ▶ Rich, out of the box capabilities for catalogue and content management, member management, contracts and entitlements, negotiations and order management.
- ▶ Complete business user control and ownership of the eCommerce system, allowing customer acquisition to occur faster.
- ▶ Capability to launch and trial new brands quickly and cost effectively.
- ▶ Integration with back office systems (Elucid, Stibo Step).
- ▶ Integration of Mercado, for optimized search and browse.
- ▶ Integration of Coremetrics for online analytics and marketing optimisation.

About Salmon

Salmon is a highly innovative global systems integrator whose commitment to on-time, on-budget projects is increasingly embraced by the leading names in retail, insurance and financial services markets. Since 1989, leading brands have been turning to Salmon for its ability to build, integrate and support business-led systems that add measurable competitive value to their day-to-day operations – and to their bottom line. Salmon quickly understand business needs, creates realistic development schedules, and efficiently delivers solutions to plan; based around an ethos that marries a depth and breadth of development skills, with a management process that removes virtually all risk from successful project roll-outs. Customers include Argos, Boots, Bristol & West, Halfords, Novae, Swiss Re and W.R. Berkley.

Salmon is headquartered in Watford, Hertfordshire and has offices in the US, China and Australia. For more details about Salmon visit www.salmon.com.

Salmon Limited

64 Clarendon Road
Watford
Herts
WD17 1DA

Tel: +44 (0)1923 320000
Fax: +44 (0)1923 320023
Email: info@salmon.com

www.salmon.com

Unique Approach • Unique Solutions



eCommerce specialists, Salmon LLC, make Sleepy's online dreams a reality with new transactional website

SAFE™ meets the majority of Sleepy's eCommerce requirements out of the box, allowing them to focus investment on developing specialized functionality that really differentiate their business.



"Salmon did an excellent job in understanding our business, delivering a solution that matched our specific requirements and delivering a sophisticated new website in a very short time. We have had great response from customers who like the option of buying online when it suits them."

*Chris Cucuzza,
VP of Technology, Sleepy's*

Sleepy's "The Mattress Professionals", with over 700 stores in 11 states in the Northeast USA replaced their non transactional website with Salmon's Application Framework for eCommerce (SAFE™), a fully developed, tested and pre-configured eCommerce solution which extends IBM's WebSphere Commerce product.

Challenge

Sleepy's needed a sophisticated website in very short timescales. With its functionally rich capability, SAFE™ met the majority of Sleepy's requirements immediately, allowing them to focus investment on developing custom functionality that would really differentiate their business, would allow them to sell more online and provide a great customer experience; in turn making them more profitable.

Solution

SAFE™ met the majority of Sleepy's requirements out of the box, allowing them to focus investment on developing specialized functionality that would really differentiate their business. Customers are now able to search for "the perfect mattress" using a simple 3 question quiz, schedule an appointment at a Sleepy's store and schedule a delivery timeslot that suits them. It's "sleep centre" section offers advice and the site also has a section where customers can compare mattress material, as well as use Instant Messaging for advise. Searching for products has also been simplified with the use of "faceted navigation". The website is integrated with their backend Oracle ERP system and Sleepy's eBusiness team are able to maintain their own content and update the site whenever pricing, promotions, or other details change.

Benefits

Sleepy's now have an enterprise scalable solution that will cater to all of their eCommerce needs.

Chris Cucuzza, VP of Technology said. "We are already beating forecasted sales and doing better than projected online, we took significant sales through the website in the first 2 weeks and we have no doubt that our eCommerce initiative will contribute to a significant portion of our future revenue growth."

About Salmon

Salmon is a highly innovative global systems integrator whose commitment to on-time, on-budget projects is increasingly embraced by the leading names in retail, insurance and financial services markets. Since 1989, leading brands have been turning to Salmon for its ability to build, integrate and support business-led systems that add measurable competitive value to their day-to-day operations – and to their bottom line. Salmon quickly understand business needs, creates realistic development schedules, and efficiently delivers solutions to plan; based around an ethos that marries a depth and breadth of development skills, with a management process that removes virtually all risk from successful project roll-outs. Customers include Argos, Boots, Bristol & West, Halfords, Novae, Swiss Re and W.R. Berkley.

Salmon is headquartered in Watford, Hertfordshire and has offices in the US, China and Australia. For more details about Salmon visit www.salmon.com.

Salmon Limited

64 Clarendon Road
Watford
Herts
WD17 1DA

Tel: +44 (0)1923 320000
Fax: +44 (0)1923 320023
Email: info@salmon.com

www.salmon.com

Unique Approach • Unique Solutions