

Ecommerce Platforms/ERP

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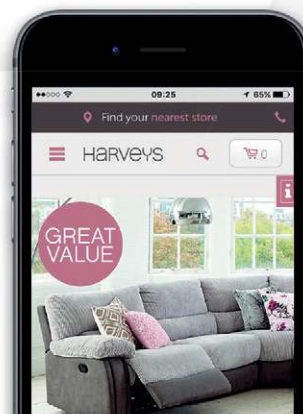
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Poundland launches online

AMPERSAND IS TRUSTED to get it right by high growth retailers and last year they were entrusted to launch Poundland online. Poundland is Europe's leading single price retailer, offering amazing value every day for the single price point of just £1.

Poundland had limited online and multi-channel experience within the business and no previous online transactional data. With low in-store average order values and many products that are expensive to ship relative to their value, the high street did not provide a commercially viable business model that could simply be 'put online'. Retailers always stumble upon challenges when embarking on customer-first re-platforming projects. However, Poundland is fairly unique in this combination of complexities.

Recognising the significant challenges of multichannel business transformation, Poundland invested in improving the overall online experience, creating a transactional model, setting ambitious goals and integrating "multichannel thinking" throughout the organisation. From there, the business set its first multi-channel roadmap and Director-level ecommerce steering group. This allowed the business to define the journey ahead, align the project with the business' values and initiate a period of digital change. Award-winning agency Ampersand was chosen to build Poundland's first transactional ecommerce site using the Magento Enterprise platform as the best solution for Poundland's immediate and long-term needs.

Poundland's new transactional website offers more than 2,000 amazing value products across 17 product categories and over 1,000 top brands for customers to purchase from the comfort of their own home, on any device. The project also included innovative development that introduced gamification through the unique Shuffle feature, which randomises a visual representation of the range and aligns with customer feedback that trips to Poundland are a journey of discovery. The introduction of the Scratchcard feature enables shoppers to win offers at the end of the shopping journey and encourage repeat purchases. And finally, Shopping Made Easy, with its eye catching visual merchandising and event-driven promotions, work together to demonstrate the size and breadth of the Poundland range. They have truly achieved the task of replicating and extending the Poundland in-store experience, online.

"Our online shopping channel is designed to complement our successful stores. We can now offer the extra convenience of home delivery for customers, especially those with larger baskets for event shopping, bulk purchases and specific missions. The features we've introduced with Ampersand, like Shopping Made Easy and Shuffle, are a great fit with our online offer and our brand values".

*Paul McDermott,
Head of Ecommerce, Poundland*

The benefits to the business are clear. Poundland adopted a multichannel mindset and created an online offering that works both for the business and for customers, offering a new convenient way to shop.

Ampersand is continually working with Poundland to maintain and improve their fresh approach, with developments such as click and collect already in the planning process. If you'd like to improve your multichannel ecommerce offering get in touch. We'd love to talk.

*Darryl Adie
Managing Director, Ampersand*

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Powering commerce

Existing ecommerce platforms not only offer retailers a proven, reliable and customisable way into online sales but also a better way of managing all sales, writes **Chloe Rigby**



SHOPPERS CONTINUE TO demand ever more convenient, relevant and mobile shopping experiences. Retailers are responding by turning to flexible ecommerce platforms to provide the seamless experience that's now becoming standard. These platforms are fast dropping the 'e' to become 'commerce' hubs of multichannel businesses as they stretch to encompass the store as well as smartphones and other devices.

In addition to enabling the basics of successful retail, from search to checkout, today's commerce platforms, and related enterprise resource planning (ERP) systems, are increasingly sophisticated and able to flex when required. At a time when the way customers shop is changing so quickly, they need to be. Since more people are browsing and buying through smartphones, platforms that enable mobile-first design, whether responsive or adaptive, will be high up the priority list of most procurement managers.

Mobile is now commonly used to bridge the gap between the information-rich website and the store, where shoppers can see, feel and try goods for themselves. Open platforms that provide a firm foundation not only for mobile-first websites but also

for dedicated apps are necessary for traders that want to satisfy this demand.

InternetRetailing Knowledge Partner BuiltWith detects what software a website deploys. It suggests that Magento is the most commonly-used ecommerce platform among IRUK Top500 retailers, with 68 opting for Magento and 50 for Magento Enterprise, aimed at larger retailers. The next most widely used system is Salesforce Commerce Cloud, detected on the websites of 43 Top500 retailers, followed by IBM Websphere Commerce (42) and Oracle Commerce (31). ATG Commerce (29), Venda (28), Ascentium Commerce (23), BT Fresca (22) and AbleCommerce (20) are all used by between 20 and 30 Top500 retailers. It's important to say here that this test may return a false negative: if traders have a system that they have customised extensively, it may not be recognised as that system. Nonetheless, these figures suggest a real appetite for ecommerce platforms in the cloud as Salesforce Commerce Cloud is exclusively on cloud, while IBM Websphere, Hybris and Magento are examples of the many others also available as cloud editions.

Because cloud software is centrally upgraded when the latest version becomes available, it ensures that ecommerce and multichannel retailers are always on the latest version. However, such convenience comes at a cost: cloud software means a regular and recurring cost rather than the one-off capital expenditure associated with on-premises systems.

Future developments

The flexibility of a platform remains key. It's not long since the iPad seemed to be the most popular way of shopping away from the laptop or desktop but now the growth of transactions from tablet computers seems to have stalled. Platforms need to remain current no matter what devices, whether new or yet to come, are popular with shoppers.

That's going to be important as the Internet of Things comes to the fore in years to come. Amazon's

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Ten issues to consider

1 **MANAGED SERVICE OR DEPLOYED IN-HOUSE?** The size of a retailer's in-house team can be a key factor in whether they prefer to configure and customise software in-house or outsource the task to a third-party.

2 **CLOUD OR ON-PREMISE?** Larger businesses that would previously opt for on-premise, owned software are now more likely to consider the flexibility of the cloud. Considering the total cost of ownership can help retailers see if the sums add up for them.

3 **THINK CUSTOMER:** How shoppers buy – or want to buy – will help to shape a list of required features.

4 **START WITH THE STRATEGY:** Global multi-brand expansion requires a different foundation than a business that is UK-focused.

5 **CONSIDER THE STORE:** Store staff can provide useful input into what they need from a new commerce system.

6 **TAKE OUTSIDE ADVICE:** Experienced analysts and consultants can provide invaluable insight into what works and, just as importantly, what doesn't.

7 **THINK EXPANSION:** Platform providers may not offer every functionality but often have networks of partners that can.

8 **DON'T OVER-SPECIFY:** Functionality that's not used can add significantly to costs. Rather, focus on making the fundamentals work as well as they can.

9 **GET REFERENCES:** Ask others what they used and how well it's working for them.

10 **REMEMBER THE LEGACY:** Consider how well any existing, legacy systems will integrate with new software.

Dash replenishment service, which enables automated ordering of consumables for devices such as washing machines and printers, is an early example of how retailers may move towards enabled, connected products as the Internet of Things moves into the mainstream. Commerce platforms with open APIs will be far more capable of powering such developments. Since platforms represent a major investment both in terms of time and costs, it's important to ensure they are able to withstand the pressures associated with a fast-changing environment.

The constant change in *how* shoppers buy is also reflected in *when* they choose to buy. Some peaks, such as Black Friday, are predicted and planned for. Others may be more unexpected, as when a celebrity suddenly popularises a particular product, boosting its demand. It's important, therefore, that platforms can be scalable and adapt to sudden changes in demand.

Scalability is also important at a time when international sales can provide a welcome source of growth. Whether retailers want to add on a new market or to provide a localised website will be an important part of the buying decision.

Ever-changing expectations not only affect how and when customers buy, they also want to see improvements to online service. That includes a website that will recognise them when they visit – and knows where the products they either want to or have bought are available. The future will be about more personal, better informed, interactions. The single view of customer that enables the website to recognise the shopper, and their order, wherever they are is a key part of the latest commerce platforms. More sophisticated artificial intelligence powered personalisation programmes are likely to be an add-on, rather than a central feature of any platform. But platform operators, from IBM to Salesforce Commerce Cloud and Hybris, have a range of accredited partners that can provide features such as this as the individual retailers chooses to add them on.

In summary

Demanding shoppers want a convenient and speedy service. Sophisticated and flexible commerce platforms are making it possible for traders to meet those demands.

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Ampersand helps established high street retailers to architect lasting multichannel retail systems and build ecommerce websites that drive sales. Our main differentiator from the competition is that the creation of seamless shopping experiences lies at the core of every project. Retailers trust us because we understand the pain points they face when navigating the complexities of a multichannel transition. Our experienced team of technologists, creative thinkers and ex-retailers will help you build future-proofed multichannel retail systems that smash the competition through big-picture strategy, scalable technology and 24/7 support.

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Choosing and installing a new ecommerce platform is an important decision, not just for 'back-end' teams, but also anyone responsible for online sales. So how do you pick the right platform to ensure sales go up? AWA digital offers a valuable free guide. Read it to discover:

- Common pitfalls and how to avoid them
- The four stages of pre-launch and actions you must take at each stage
- How to benchmark your current site to make sure the new one measures up
- How to recover quickly if sales go down after the launch

Contact us to request your free printed copy of the AWA guide or download from <http://promo.awa-digital.com/conversion-rate-protection-guide>

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C4Commerce is a UK headquartered provider of staffing solutions for ecommerce companies. Founded by ecommerce professionals to provide staffing solutions and professional services that support ecommerce software vendors, systems integrators and retail businesses delivering omnichannel platform integration and implementation services. As partners to the leading commerce technology software companies in the world, we provide our clients with an unrivalled workforce planning capability that enables our customers to manage resources and deploy talent quickly at the right price point to successfully deliver projects.

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ChannelAdvisor (NYSE: ECOM) is a leading provider of cloud-based ecommerce solutions that enable retailers and branded manufacturers to integrate, manage and optimise their merchandise sales across hundreds of online channels, including Amazon, Google, eBay and Facebook. Through automation, analytics and optimisation, ChannelAdvisor customers can leverage a single inventory feed to more efficiently list and advertise products online and connect with shoppers to increase sales. Billions of dollars in merchandise value are driven through ChannelAdvisor's platform every year, and thousands of customers use ChannelAdvisor's solutions to help grow their businesses. For more information, visit www.channeladvisor.co.uk.

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100% owned by PostNord, the merged Swedish and Danish post offices, Direct Link are experts in creating borderless B2C ecommerce solutions for direct mail, packets and parcels. Our comprehensive offering includes tracked services, returns and unique services for market entry. We customise solutions that expand our clients' markets worldwide. As part of PostNord, the leading supplier of communication and logistics solutions in the Nordics, we combine entrepreneurial flexibility with corporate stability. As specialists, we recognise that international delivery is a complex arena. We welcome the opportunity to hear your thoughts and discuss your delivery requirements.

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Electio is the new generation delivery management platform designed to help retailers compete. Its resilient Service Orientated Architecture (SOA) offers carrier integration in as little as three weeks, significantly lower set-up costs, a lower total cost of ownership and the ability to present personalised delivery options in the checkout. Unlike other solutions on the market, Electio's SOA has been cheered by developers, who see the potential to transform their operational efficiency and customer experience. The powerful combination of RESTful APIs, 99.5% uptime and a market-leading Software Development Kit (SDK) mean simple set-up followed by fast realisation of benefits.

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At First Data (NYSE: FDC), we simplify the connections that make commerce possible. Merchants, financial institutions and governments around the world rely on First Data to deliver simple yet sophisticated solutions that help make the most of every transaction. First Data is a global leader in commerce-enabling technology and solutions, serving approximately 6m business locations and 4,000 financial institutions in 118 countries. First Data's 23,000 owner-associates are dedicated to helping companies of all sizes conduct commerce every day by securing and processing more than 2,300 transactions per second worth \$1.9 trillion per year.

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iAdvize is a conversational commerce platform that enables businesses to engage their customers and prospects from one messaging solution (chat, voice, video), regardless of whether they're on the website or on social media. Visitors can get real-time advice from customer service but also from advocates, members of the brand community.

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Maginus is the UK's leading supplier of IT services for retail and wholesale distribution companies. Our solutions can help you grow revenue by enabling better service and making you an easier company to do business with. They can also increase accuracy of fulfilment and achievement of on-time deliveries. Founded in 1972 as a developer of software for distribution companies, over the next two decades it became a trusted partner to over 100 leading companies. In the 1990s, Maginus developed a specialism for working with multichannel retail companies. Following 2000, we helped many of our customers to move online and as the demands of their markets have grown, Maginus has continued to support them with the latest technology.

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Mobify believes that relationships are the new brand and that today, those relationships are built on mobile. The Mobify™ Platform is used by global retailers and Fortune 500 brands to drive hundreds of millions of dollars in revenue every year. Ranked by leading industry analysts as a leader in mobile commerce and engagement, Mobify keeps retailers ahead of the curve by meeting customer expectations for exceptional web, app and mobile experiences.

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Paraspar is an award-winning ecommerce solutions agency working for leading multichannel retailers since 1997. Our solutions help our clients to attract, engage and convert customers across online, mobile and in-store channels. Offering engaging and responsive websites through to order management systems, Paraspar provides integrated solutions that enable proven online growth. Our team of experts bring together skills in online retail strategy, project management, customer-focused design, systems integration, online marketing and hosting infrastructure management. We work closely with clients to ensure that they remain at the forefront of their markets by enabling a responsive, rapid and continual flow of innovation.

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Pentagon is a market-leading service and technology provider that helps retailers accelerate their online growth through international marketplaces. With offices in Europe and Asia, we support more than 30 marketplaces worldwide in countries such as Brazil, Russia, India and China, and are continually expanding our global reach. Our team of more than 200 ecommerce experts has extensive experience in optimising and automating data, integrating to new channels as well as launching and managing online stores. Whether you need a robust technical integration to one marketplace or fully managed online stores across multiple international platforms, we can tailor our solution to meet your needs.

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The app commerce company Poq is a Software-as-a-Service platform that empowers retailers to create highly effective and customised native apps.

Apps that allow them to build stronger brands, sell more products, deepen customer loyalty and deliver relevant content, communications and rewards.

Our platform is the result of years of focus on retail apps and is proven to increase conversion rates and revenue. New code is rolled out every week and major releases delivered every quarter. Clients include the UK's largest brands and department store retailers.

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Salesforce Commerce Cloud powers commerce operations across all points of sale, including web, social, mobile, in-store and more. The leading enterprise cloud commerce solution, it allows the world's top retail brands to continuously innovate in the complex, consumer-driven world. Now, as part of the world's #1 CRM platform, Commerce Cloud is uniquely positioned to empower companies to deliver a consistent brand experience throughout the customer lifecycle. By leveraging Salesforce's leading sales, service, marketing, communities, analytics, IoT and platform solutions, brands and retailers can ensure every engagement, no matter the channel or device, is completely unified.

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Search Laboratory is an international digital marketing agency founded ten years ago by Ian Harris as a reaction to a gap in the market for culturally sensitive and linguistically faithful PPC campaigns. Search Laboratory is now able to provide clients with integrated campaigns spanning paid search, technical SEO, content marketing, online PR, social media management, programmatic advertising, analytics and data science, as well as bespoke consultancy in all these areas. It can create global campaigns through the utilisation of native linguists who work in-house, or through a network of partners who have received tailored training to the business' requirements.

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Secure Trading is an integrated payments services company – a single point of contact for payment processing, card acquiring, PCI compliance and cyber security services. Our worldwide network ensures that we can deliver tailored solutions to even the biggest international retailers, while our uncompromising focus on customer service is trusted by luxury goods businesses who value their customers. Our payments platform has an unrivalled 100% uptime record, while our multi-acquiring network ensures businesses can operate internationally with ease. We also offer bespoke cyber security services and PCI compliance certification for retail businesses.

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AMPERSAND **amp.co**



SHOPWARE AG

Ebbinghoff 10
48624 Schöppingen
Germany
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www.shopware.com

Shopware is a manufacturer of open source ecommerce software and is the market leader in Germany. Founded in 2000, it has more than 100 employees and focuses on the development and support of its core product, Shopware 5 – online shop software for businesses of all sizes. With over 54,000 customers, 2,000 plugins and 1,200 partners, Shopware's features and modular basis allow businesses to grow. The company is 100% owner-operated and equity financed, thus guaranteeing the highest degree of flexibility. Shopware 5 offers new technology for storytelling in online shops and comes with a customisable and fully responsive template.

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Ten10 is the UK's leading software testing consultancy. Through a rigorous and creative approach to software testing – delivered through a combination of best-in-class technology and talented, passionate experts – we give our clients the confidence to embrace innovation and business transformation. Our areas of expertise include test strategy, functional, performance, mobile and automated testing in both traditional waterfall and agile environments. Clients benefit from our flexible and scalable options for delivery, ranging from one-off test consultancy projects, through to on or offsite managed services.

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VEEQO

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TRUSTED BY HIGH STREET RETAILERS TO CREATE

We architect lasting multi-channel retail systems, building ecommerce

AMPERSAND

Darryl Adie

Managing Director



What does your company do?

Ampersand is an ecommerce agency. We use technology to help multichannel retailers quickly and simply solve complex problems around processes, integration and data. We advise on strategy, consulting and rebuilds as well as providing support on development.

What is your USP?

A no-nonsense approach and clarity of thought, which helps retailers deploy technology and changes faster. We frequently see the same challenges and we understand, overcome and deploy solutions faster than almost everyone else. It's about how we integrate new challenges quickly by getting from talking about click and collect to actually doing it, or how we implement something new on mobile. One of the

// Our biggest challenge is not just to maintain momentum but to do so at a time when our clients are leading more and more concurrent activities

Darryl Adie, Ampersand

pieces of feedback that we constantly get is about how we implement a 'sprint' model, where we try to get new work into production every two weeks. We've found this is useful in terms of getting feedback from consumers to better inform the roadmap, rather than big waterfall releases every quarter or twice a year. By doing a number of releases a quarter, we get better feedback faster from consumers and are nimbler in our response, meaning we progress faster on the things they've asked for.

AMPERSAND IN BRIEF

Founded: 2009

Reach: UK only

Turnover: £3.2m

Staff: 50

Contact: Darryl Adie, managing director, Ampersand, da@amp.co

Telephone: +44 (0)161 236 5504

Website: www.amp.co

What are you doing currently in the ecommerce/multichannel market?

Aside from our core work of building and integrating ecommerce stores with other multichannel functions, we are also spending a lot of time helping team with cloud integration, PIM (Product Information Management) systems and merchandising processes. We see a lot of teams that have focused on better organising merchandising while centralising and internationalising, but generally the systems haven't kept up and coordinated, international change is hard.

We're looking more at IT systems, and focusing more around master data management such as PIM products.

People are now saying we need a master system of CRM (Customer Relationships Management) data, or a master for PIM data, as well as the sales ledger in the ERP (Enterprise Resource Planning) system. Historically, the larger enterprise retailers would think in this way, but now it's across the board as barriers to entry for CRM, data analytics and more are coming down. That means even the mid-tier retailers that we work with are able to leverage those master data systems and start to see some of the efficiencies they get from qualitative data, be that from how much time they spend doing merchandising to better understanding customers and creating a personalised experience.

Who are your customers?

Our customers are multichannel retailers who have historically focused on more traditional channels and now want to use ecommerce as a catalyst and a centre for bigger changes in their businesses. These include Bensons for Beds, Harveys Furniture, Poundland, Regatta Group, Hillarys Blinds, Interflora, Demon Tweaks and Moda In Pelle, plus many more.

What do you see as challenges in the coming year and what are you doing to meet those challenges?

The momentum of fast development itself comes with its own challenges. I think our biggest challenge is not just to maintain momentum but to do so at a time when our clients are leading more and more concurrent activities. Our job is to remove the blockers to success and enable deployment of those parallel initiatives. Given the often-conflicting needs and objectives that we see, we will invest more time into strategy and using data to better understand user needs.

By opening the floodgates to more initiatives and input from different stakeholders, you have to become more involved in the strategy for the 12 months ahead. What are the initiatives that fit in that strategy? Does the customer data agree with those as a way of meeting the strategy and improving conversion rates or average order values?

How do you think your sector is developing and how will you have to change in order to adapt to that?

Our vision is to help retailers keep up with consumer expectations by understanding their customers' needs and building technical solutions that help them get to market faster.

In the future, we'll have to do more work around validating initiatives and data. We've gone from a position where a lot of initiatives aren't possible due to capacity or technology constraints. Now, though, technical tools, processes and the way we work with retailers are improving all the time, so the constraints are through budget, or things happening elsewhere in the business. One effect of having more time because of being more efficient and running more things in parallel is that some items, things that have not faced as much scrutiny and are lower down the priorities list, might still be achievable, even though previously they would not have been.

Prioritisation will have to change and therefore we will have to change the way in which we set or interact at the beginning of the process, looking at the strategy of the business, helping to define its strategy, and then looking at the data to validate those assumptions. From there we'll quickly develop things that can be tested by real users, asking if those changes are relevant and whether they improve the metrics that the business sees as important.

Customer case study – Poundland online

Ampersand is trusted to get it right by high growth retailers and last year it was entrusted to launch Poundland online. Poundland is Europe's leading single price retailer, offering amazing value every day for the single price point of just £1.

Poundland had limited online and multichannel experience within the business and no previous online transactional data. With low in-store average order values and many products that are expensive to ship relative to their value, the high street did not provide a commercially viable business model that could simply be 'put online'. Retailers always stumble upon challenges when embarking on customer-first re-platforming projects. However, Poundland is fairly unique in this combination of complexities.

Recognising the significant challenges of multichannel business transformation, Poundland invested in improving the overall online experience, creating a transactional model, setting ambitious goals and integrating 'multichannel thinking' throughout the organisation. From there, the business set its first multichannel roadmap and director-level ecommerce steering group. This allowed the business to define the journey ahead, align the project with its business values and initiate a period of digital change. Award-winning agency Ampersand was chosen to build Poundland's first transactional ecommerce site using the Magento Enterprise platform as the best solution for Poundland's immediate and long-term needs.

Poundland's new transactional website offers more than 2,000 amazing value products across 17 product categories and over 1,000 top brands for customers to purchase from the comfort of their own home, on any device. The project also included innovative development that introduced gamification through the unique Shuffle feature, which randomises a visual representation of the range and aligns with customer feedback that trips to Poundland are a journey of discovery. The introduction of the Scratchcard feature enables shoppers to win offers at the end of the shopping journey and encourages repeat purchases.

"Our online shopping channel is designed to complement our successful stores," said Paul McDermott, head of ecommerce at Poundland. "We can now offer the extra convenience of home delivery for customers, especially those with larger baskets for event shopping, bulk purchases and specific missions. The features we've introduced with Ampersand, such as Shopping Made Easy and Shuffle, are a great fit with our online offer and our brand values".

The benefits to the business are clear. Poundland adopted a multichannel mindset and created an online offering that works both for the business and for customers, offering a new convenient way to shop.





Chris Baldrey-Chourio

Managing Director



What does your company do?

C4Commerce is a UK-headquartered provider of staffing solutions for ecommerce companies. We were founded by ecommerce professionals to provide staffing solutions and professional services that support ecommerce software vendors, systems integrators and retail businesses delivering omnichannel platform integration and implementation services. As partners to the leading commerce technology software companies in the world, we provide our clients with an unrivalled workforce planning capability that enables our customers to manage resources and deploy talent quickly at the right price point to successfully deliver projects.

What is your USP?

We know the leading ecommerce platforms well and understand the project lifecycle from concept design, through build and support – thus knowing the people, skills and team structures needed at every stage both from the implementation partner's and retail business point of view. By combining staffing with professional services, our unique model delivers the very best people, skills and expertise.

How would you describe your business vision?

C4Commerce provide the talent solutions businesses need to compete in the digital economy. We understand the project lifecycle, and can blend the very best of staffing and professional services to allow companies to access the handpicked resources they need. Our vision is to provide access to a global workforce plus a delivery capability specific to the required solution at a price point that protects profitability and project ROI for our clients.

C4COMMERCE IN BRIEF

Founded: 2011

UK HQ, Europe, Middle East and Asia

No of employees: 30

Turnover: £5.2m

Contact UK: +44 (0) 207 922 5755 and hello@c4commerce.com

What are you doing currently in the ecommerce market?

Our business was born in the age of multichannel implementation and integration. We align to commerce technology that is the foundation of digital transformation for brands and retailers. Our specialist approach ensures customers of any size can benefit from a blended model of staffing, professional services and subject matter expertise to meet the demands of programme or project delivery.

How does this compare to what your competitors are doing?

Typically, recruitment companies have limited understanding of the underlying commerce technologies, project lifecycle and required team structure. We are 100% focused on omnichannel commerce, partnering with the leading software vendors, and that has allowed us to develop an approach blending staffing and professional services – from concept design through build and support.

The professionals we assemble for implementation partners or business owners set us apart as the supplier of choice, as we increasingly deliver value to our clients that traditional suppliers' business models are just not geared up to do. The client is at the heart of our services and by providing enablement services aligned to their business objectives we are providing our clients the ability to de-risk programmes

and manage the workforce to deliver maximum value to their organisation.

When did you start the company?

C4Commerce was founded in 2011 with competitive staffing at the heart of our offering. The founding team had more than 70 years of collective experience between them.

What is your market position and what gap are you filling?

C4Commerce has been at the heart of digital transformation since our inception. We were founded to deliver robust resourcing so companies could deliver leading multichannel platforms profitability amongst the global demand for the technology transforming many brands. Resourcing is at the core of our offering to our customers. Our expertise and our understanding of the challenges faced by businesses delivering change are what allow us to bring to bear the best knowledge and experience to work with and support our customers – from concept design through to going live and trading. The teams we assemble for our clients are working on and solving the complex digitalisation challenges organisations face in their transformation programmes.

What do you see as challenges for retailers and suppliers in the coming year and what are you doing to meet those challenges?

Digital transformation is sweeping



Adam Stylo
Director



What does your company do?

Crafty Clicks is a 100% B2B company that provides an address lookup and capture solution that's most commonly seen on the checkout page of online shops. The process of entering a full address is accomplished with 80% fewer keystrokes on average, making the user experience quick and convenient.

Retailers are continuously collecting addresses but human error leads to mistakes and incorrect addresses significantly impact first time delivery rates and customer satisfaction.

In the UK, we're spoiled because by accident, the Royal Mail devised a system that is superbly suited to rapid address capture. You punch in your postcode and you're immediately within

// The process of entering a full address is accomplished with 80% fewer keystrokes on average

Adam Stylo, Crafty Clicks



10-20 properties of where you want to be. Elsewhere though, the picture changes. The US zip code only narrows it down to a big chunk of the city, so the only interface that makes sense there is one where you type in other parts of the address – a name, house number, that sort of thing. That's why since last year, we have offered two products – a UK-only lookup and our new international product with a predictive tool.

Each provides a clear ROI which can be measured on the data quality side. Without address validation tools, errors in address data cause issues further down the line, for example, a proportion of deliveries going wrong. With our tools in place, error rates reduce and

CRAFTY CLICKS IN BRIEF

Company founded: May 2008

Product: Postal address capture and validation

Global Reach: We have customers in both the UK and globally. Our clients are delivering goods to customers internationally with ease, accuracy and confidence thanks to our address search tool

Customers: B&Q, RBS, NatWest, Ryman, Moonpig, PrettyLittleThing

the benefits can be easily measured. The customer usability benefits of address input are less easy to measure but can be equally important. Making the checkout simpler to use helps conversion rates and projects a customer-friendly image.

What is your USP?

Unbeatable value by combining reliability, data quality, service and price. Since our launch in 2008, we've had 100% uptime. Our tech support is UK based and we don't employ a huge sales force, which both cut overheads.

Most of our pricing is transactional and the costs vary but it goes from about 3.5p per data capture down to well below a penny once you're on an annual contract. Considering some clients report a 50% reduction in addressing errors, savings in postage and in the time taken to sort out incorrect deliveries are obvious. It's a testament to our value that we have nearly zero customer churn. When we lose customers, it's nearly always at the bottom end from startup companies that have folded. We never get any reasonably sized customer moving to a competitor.

How would you describe your company's vision?

We think all retailers should have access to address lookup. Accuracy in recording addresses is hugely important in customer transactions and since the data already exists out there somewhere, you only need the right tool to tap into that data and utilise it. Which, of course, we provide.

What new functionality does your latest version give to retailers?

Our most recent release is our predictive address auto-complete tool which covers all countries in the world, not just the UK. Originally we were just a UK postcode lookup provider but we have had numerous requests from clients who wanted to see the same benefits for their international addresses and deliveries.

Our original UK postcode lookup remains the most popular product as it offers such a clear user experience that its simplicity is hard to beat. The predictive auto-complete product is more akin to a Google search and as I've already said, its value is that it presents a unified international user experience, even in countries where address systems are not as well defined as in the UK.

How does this compare to what your competitors are doing?

The market for address capture tools is growing fast but is still fairly small outside the UK. Everyone is aiming for similar goals: fastest possible data entry combined with highest possible address accuracy. We go to great lengths to make sure the data we source is the best available. We then apply the latest search technologies to index it and make it available via a robust API.

Where we differ from some of our competitors is we remain focused on address validation and doing that to the best level possible. We deliver superb data quality and performance,

all at a great price. We are committed to providing a fantastic, streamlined product that delivers, and not to be tempted to add extra features which only appear to add value.

Who are your customers?

We serve a huge range of businesses. Our hosted SAAS model is flexible and scalable and no client is too small or too big to benefit from our service. The majority of our customers are online retailers who use us on their checkout and registration pages. We also serve a number of call centres, such as banks, insurance and financial advisers.

What do you see as challenges in the coming year and what are you doing to meet those challenges?

Our huge challenge now is how we actually reach the rest of the world. The UK is a lovely market to be in because the product sells itself and we've grown about 40-45% per year over the last five years. Internationally, though, it's a completely different picture because this set of tools are not well known, so we need to explain the benefits more. Since that's a completely different sales cycle and we don't want to become a sales-led organisation, we're having to think about this differently. So can we leverage social media, or go through developers and system integrators? How can we be smart without having to push our pricing up? We already provide a great service at a great price point so the challenge is to not shift that balance by involving sales force commissions.

And our in-built reliability gives us a huge advantage now that we're dealing with these huge international data sets. Having to be smart about how we continue to manage that data means that we're really leading the way at the moment, I think.

Customer case study – Logic Supply

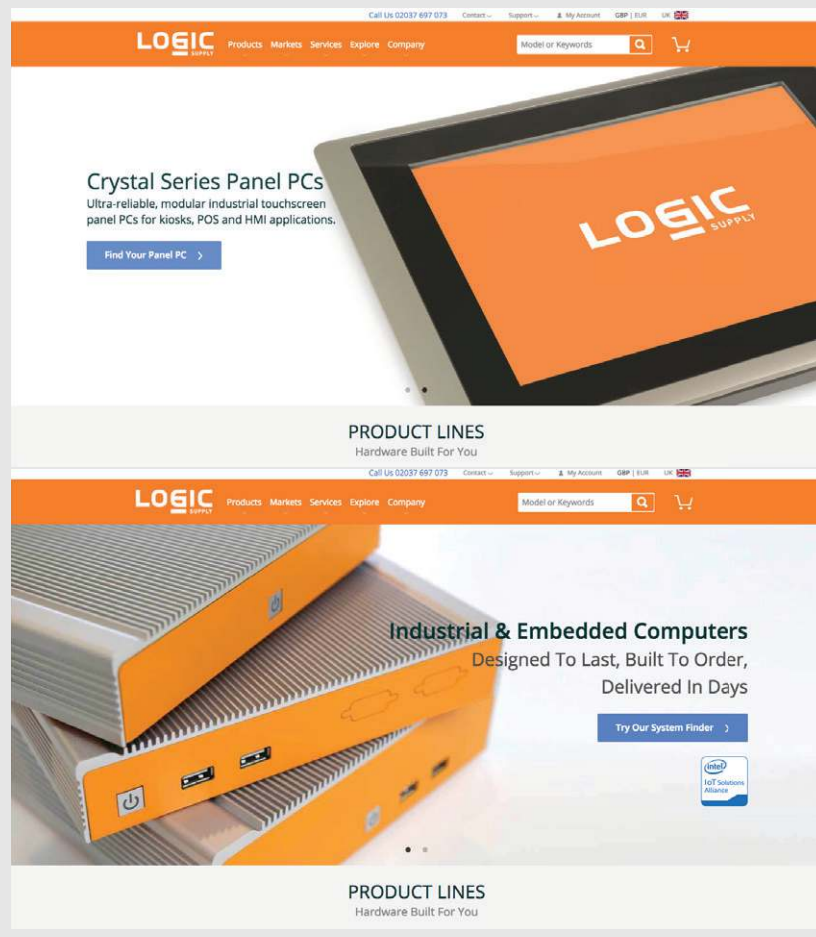
A leading industrial PC company, Logic Supply designs highly-configurable computers that are engineered for reliability. The company is fuelled by an innovative direct-to-customer business model that combines vertical integration, modular product design and a powerful online platform. Logic Supply offers computers that are “designed to last, built to order, and delivered in days.” Founded in 2003, it serves customers around the world, including in the US, EU and Taipei, who build hardware for everything from spacecraft and deep sea exploration equipment to modern manufacturing facilities and innovative energy management solutions.

The Logic Supply ecommerce platform offers regionally localised online shopping in four different languages. Orders are also taken offline by a dedicated sales team. “With growing order volumes, shipping delays due to inaccurate address data were starting to become a real business issue,” remembers Allison Miller, whose task it was to address this growing problem.

Logic Supply installed the ClickToAddress extension on their Magento platform to provide address lookup, both on the checkout and in the back office order screens, and ran a three week trial across August and September 2016. During the trial period, the number of shipping issues due to bad address data was reduced by more than 50% compared to the previous control period.

“A 50% reduction in shipping issues is a remarkable result,” says Allison. “The trial exceeded our expectations and we are very happy to continue with the ClickToAddress system”.

Logic Supply are currently training more of their sales staff to use the new system and looking into normalising all existing customer records, which should translate into further improvements to shipping delivery rates.





inRiver™

Niclas Mollin
CEO



What does your company do?

We are a software company that builds software to help our customers sell and market their products, independently of channel. We're about helping bring products to market in a fast, efficient way.

What is your USP?

There is customer confusion in this space in that there is PIM and also MDM. Master Data Management is a more back end-centric solution – it's about managing data. PIM is centred specifically around product and inRiver's take is really about taking a product to market. So we actually co-exist with other MDM solutions. We can compete with them on one project and partner with them on another.

Our differentiator is usability. We win a lot of deals because they really like our interface and its ease of use, since we are more like the interface of marketing software, while our competitors have more ERP-like interfaces. Also, the time to market – how fast they can implement

INRIVER IN BRIEF

Company founded: 2007 in Sweden

Global reach: Since 2014, we have had offices in the US, with more than 20 people in that team. Our HQ is in Malmö and we also have offices in Amsterdam, Stockholm and outside London, so although we have expanded outside Europe, the majority of our customers are still in Europe.

UK launch: We started supporting the UK in 2015, when we got a couple of partners that signed up to use our software and got a few customers. This year, we opened an office and hired people in the UK. We see the UK as a great opportunity because of its maturity in the commerce and digital marketing space.

Turnover: We don't share that because we're a private company. However, we're growing at a pace of 70% year-on-year and have been doing so since 2011.

Customers: We had 80 new customers last year. We now have around 250 customers but between them, we have over 750 brands using inRiver.

Number of employees: At the start of 2016, we were 50, in September we are 80 plus and we're going to end 2016 with between 90 and 100 staff.

Number of partners: Partners for us are system integrators, technology partners and value-added partners. There are now around 200 system integrators who implement our solution and the thing I'm most proud of is that we have over 600 certified consultants. We run an academy training programme called the inRiver Academy, where business consultants, developers and the end users can attend and train on our platform. This continuous process is a core foundation for inRiver. We can scale thanks to our partner network because we don't have a lot of the limitations. Our competitors do the servicing themselves, which isn't a scalable way to grow a company. Less than 10% of our revenue is services, the rest is software.

// The manual process is very error prone and time consuming and the impact of this is on customer satisfaction and increased product returns //

Niclas Mollin, inRiver

and start using our software. This is key since a lot of customers have an urgent need to launch a new campaign or commercial initiative and don't have 12 months to get up and running.

We have a subscription model, so our business model is another differentiator. The competitors have a perpetual licence but we say, "Hey, you can grow with us. Sign up and subscribe to the software but

if you don't like it, you can discontinue, pull the information out and export everything over to a new system." While our competitors say, "Hey, you *have* to buy this licence."

We believe that we have to earn our customers' trust instead of locking them in. We will not be able to attract as many customers as we want with a legacy business model, so having a subscription is a growth strategy. Even though it would be nice to get a huge payment up front when anyone signs a contract, I'd rather have the customers paying over time and staying with us, and that's validated in the historical numbers. We only have 3% churn on an annual basis. This figure gives us the confidence that we have a product that customers like.

How would you describe your company's vision?

From an operational standpoint, if you look at our customer base, the number of products each one adds per month is about seven to ten percent of their total catalogue. Additionally, the information on each product increases too because consumers want to be able to compare different products. They want to be able to see the product from different angles, to zoom in and maybe see a movie. If it's furniture, they want to be able to see it as part of a room. In combination with the main product catalogue growing, this creates a lot of pressure on the marketing, merchandising and category management within a company. So continuing to manage it with spreadsheets simply will not work.

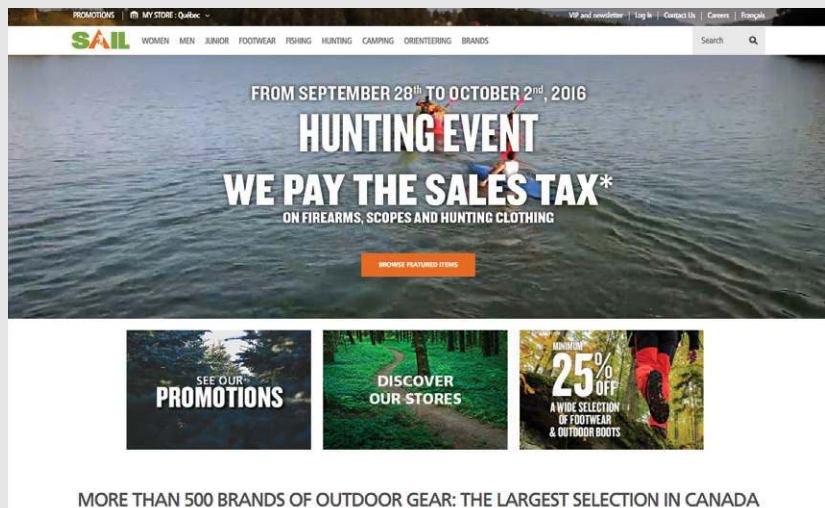
Customer case study – SAIL

Hiking, skiing, camping and fishing are among the many activities shared by outdoor enthusiasts. To indulge these passions, energetic Canadians turn to the 40-year-old veteran, SAIL, with ten showroom stores in Quebec and Ontario and the two Sportium stores that opened in November 2015. SAIL has over 500,000 items in its assortment and Steve Cristofaro, project manager, digital marketing for SAIL, shares how this leading retailer remains on top:

“inRiver allowed us to create a centralised system that can manage the large quantities of product information we need for our website while at the same time making the information available to all other channels within our enterprise. We chose Absolunet in Quebec to implement the solution.”

The results? Website traffic increased on average 30%, organic traffic increased by 25% and the project was delivered on-time and under budget.

SAIL customer case and video: www.inriver.com/customers/sail/



PIM handles everything that relates to a product offering. If you're managing things manually, you have to maintain a different spreadsheet for each channel. This manual process is very error prone and time consuming and the impact of this is on reduced customer satisfaction and increased returns.

What are you doing currently in the ecommerce/multichannel market?

There are some core functionalities that you need to have and one of those is good product management capabilities. We choose our partners because they realise they're really good at what they do but less so at Product Information Management (PIM). A lot of the companies out there, definitely ones in the UK, who are looking at replatforming can maybe invest in an inRiver solution and keep their existing commerce solution instead. We're

thinking more best of breed.

If we're looking at this from a multichannel perspective, commerce is only one channel and an ecommerce engine is not built to support the other sales channels – maybe that's a printed catalogue or a kiosk or a digital flip magazine. So inRiver is purpose built to support the sales and marketing into all the different channels – Amazon, your own sales channel or the reseller's network. It's a big deal for a company to have one place where it can manage the whole product catalogue and then re use that information across all the channels.

How does this compare to what your competitors are doing?

What we focus on more than our competitors is to take their products out into the market instead of just managing. We say it's not about putting data into databases, it's about putting products

into markets. You'll find functionality within inRiver where you can plan your campaigns for launching a new product or line. That's functionality you won't find in other PIMs.

Who are your customers?

The common denominator is that they all sell products. Whether that's a Volvo truck or a Converse sneaker or a t-shirt for H&M, they all have the challenges of managing their product catalogues in an efficient way so they can sell in different channels and markets.

All of those are physical products. What we don't see right at this moment in time are companies with virtual products. They have the same challenges but they are just a little bit behind in the maturity curve. Look at insurance, look at travel. If you want to combine the travel with the hotel booking and also the pool-side barbecue party – that's something you could easily do in inRiver by combining these different products with relationships.

Back in the retail space, let's say you have a sofa that you can buy in a range of different colours and sizes. A retailer can put each one in context of other items that might go with it in your living room and maintain control of how that can be presented in different ways.

What do you see as challenges/opportunities in the coming year and what are you doing to meet those challenges?

It's about finding the right people to help us grow. I also think that it's very important for inRiver to keep true to our mission and that we don't try to dilute our offering. I've seen too many software companies trying to be something that they're not. We believe in best of breed, so we've got to be the leading software that helps customers bring their products to market. There are thousands of marketing products out there. We need to co-exist with the market automation, the CRM, the CMS, the ecommerce engine and so forth. We have to stay true to what made us successful and find the right people who'll help us grow.

Maginus

Mark Thornton
Marketing Director



What does your company do?

I would describe Maginus as a systems integrator. We specialise in retail and distribution and work with three core products: our own Maginus Order Management System plus we act as resellers for Episerver ecommerce solutions and Microsoft Dynamics AX. We can deliver a complete multichannel solution with software, services and project management as well as providing full implementation with hardware and cloud services. Forty years ago when we started, systems integration was all about combining best-of-breed applications and we have accumulated a great deal of experience at integrating all sorts of things – payments gateways, PDM systems, warehouse management systems and POS solutions to name a few.

What is your USP?

Definitely our expertise at integration. When the company started, the word 'multichannel' meant 'catalogue and stores' and we began by integrating such things as the back office with customer contact logs. Nowadays we'd call that CRM. Our company heritage is the knowledge of how to integrate all the various technologies involved to create a superb and seamless customer experience. Today, there are many more customer contact points involved but the integration issues are the same – and that is what we are good at.

How would you describe your business area's vision?

It has to involve the cloud. If we're looking forward over the next, say, ten years, then I can imagine a great many processes that are currently rigidly locked within the four walls of the business being pulled apart and moved off site. We've already seen warehousing

MAGINUS IN BRIEF

Company founded: 1972

Global reach: We operate purely within the UK

Turnover: In our latest financial year, our turnover was more than £9million – a 15% year-on-year growth

Customers: We've completed more than 100 implementations with 60 currently on service contracts. Customers include The Co-op Group, Fox's Biscuits, Dixons Group, Smeg UK, and Signet Jewellers

Number of employees: 95

For more information about Maginus' products and services please visit www.maginus.com or get in touch directly via enquiries@maginus.com

Twitter: <http://www.twitter.com/Maginus>

Linkedin: <http://www.linkedin.com/company/maginus>

Telephone +44 (0)161 946 0000

and call centres sub-contracted but the same is happening with ecommerce and merchandising. Customer contact information has to remain within the business but it will have to be accessible from anywhere to anyone – and that means cloud-based technology. Many people seem to think that the cloud is something that IT has dreamt up for its own convenience but there are very, very significant benefits for users in terms of flexibility and scalability as well as simplifying expansion to new markets and channels. I know my customers will need to move to the cloud and that will involve yet more difficult integration.

What are you currently doing in the ecommerce/multichannel markets?

Integration that's more complex. And lots more of it. We've always concentrated on enterprise-level integration, largely for the tier two retail and wholesale sectors. With Maginus OMS, that increasingly means integrating across more channels and to more aspects of the business. We have clients who need to connect customer membership schemes or payment gateways to their ecommerce front end.

We have others who are coming from a manufacturing or wholesale background and are now opening shops, sometimes with unusual product offerings, so they need a new ecommerce channel to be linked to quite obscure back office technologies. The more complicated the integration needed, the more we like it.

What new functionality does your latest version give to retailers?

Developments for Maginus OMS are focusing on creating a mobile-ready solution. By that I don't mean a mobile site for consumer use but use of mobile technologies by store staff, warehouse operators or sales reps. We already have one customer in the manufacturing sector who is about to open its first high street store and is adopting an Apple store-like approach to the technology that will be available for store staff, with iPads, smartphones and so-on.

Also, we're delighted that Episerver has acquired Peerius, which specialises in omnichannel personalisation software. It has great functionality, uses behavioural analytics and will allow retailers to deliver a highly personalised experience. Personalisation is vital

for ecommerce and this acquisition really complements Episerver's content management system.

How does this compare with what your competitors are doing?

The Peerius acquisition puts us well ahead of the game as far as ecommerce personalisation is concerned. This is the way forward for omnichannel and we're very excited about this development.

Who are your customers?

We focus on both tier two retailers and large wholesalers and distributors in tiers one and two. We don't cover the food sector – although we do have a number of wine merchants among our customers – or fashion. We do style-colour-size but not specialist seasonality, so while we include brands such as Cath Kidston and department stores like Fortnum & Mason among our customers, we don't really cover specialty outlets in either fashion or food.

We have a wide range of non-food retailers as customers and it was interesting at our most recent customer conference that although the merchandise they're selling is very different, the issues and problems that concern them all customers from every sector are actually very similar.

What do you see as challenges in the coming year and what are you doing to meet those challenges?

I would say that the two greatest challenges facing our customers are Amazon and the cloud. With Amazon, you either have to compete with it, work with it, or survive alongside it and we are supporting customers who are adopting each of these strategies. The emphasis has to be on providing better customer service and good personalisation and Peerius will help us do that. Our greatest challenge with the cloud is getting the message across that it can deliver real and important benefits for businesses and is not just the latest fad from IT. It is vital for delivering information everywhere to any device and as we move towards, the Internet of Things will be essential for all businesses in future.

Customer case study – Co-op Electrical

The retailer has been using Maginus' OMS and ecommerce for several years, initially implementing the technology to encourage greater use of its www.coopelectricalshop.co.uk webshop and reduce the demands on its call centre. Current projects include better integration of customer and membership records, a rebrand, and ongoing developments.

A key focus for the Co-op Electrical Shop was ensuring that the user interface and the over-all customer experience combined to provide customers with a quality retail interaction. Deploying Maginus provided them with comprehensive control over multi-channel sales, fulfilment and service, meaning that visitors to the website benefit from real-time information on availability and delivery dates.

By keeping all the Co-op Electrical Shop product content data and business rules in the integrated Maginus solution, the Co-op achieved a single system to keep up to date, whatever their suppliers come up with or whatever happens in the marketplace. This saves time and money, lets them stay responsive and gives them a clear edge on competitors.

Ten years on, the Co-op is still using Maginus for regular upgrades and support ensuring they benefit from the latest developments and their ecommerce system remains fully integrated with back office and all business processes.

The screenshot displays the Co-op Electrical website interface. At the top, there's a navigation bar with links like 'My Account', 'Contact us', and 'Help'. A search bar is present on the right. Below the navigation, a large promotional banner for AEG appliances is featured, advertising 'UP TO £100 CASHBACK. SUBLIME.' with a woman in a red dress. Below the banner, there are product listings. One prominent listing is for a 'Dyson Upright Vacuum Cleaner' (DC41 Animal), showing a price reduction from £449.99 to £279.99. Another listing for a 'Montpellier MW5100P 5kg 1000 Spin Washing Machine' is visible on the right, with a normal price of £219.00. The website also features a '60 min time slot' delivery option and 'Extended Warranties'.



Matthew Robertson

Co-CEO



What does your company do?

We provide the integration between the retailer and the carrier. We enable retailers to distribute their parcels out to consumers and we provide different methods for doing that. We've been operating for over 16 years, we're very resilient – we have 99.999% up time – and we enable people to ship their parcels both domestically in the UK and also worldwide. We have carrier customers in other parts of the world. But what we really do for the carriers is help them to get to market quickly.

For carriers, we enable the rapid on boarding of retailers at a very low cost and we provide a unique approach in that respect. The alternatives are really focused

// We sit in the retail space and understand the needs of retailers as well as the differing nature of what their consumers are asking them for //

Matthew Robertson, NetDespatch

on supplying the retailer and charging the retailer. We make it easy for the carrier to do that for the retailer so they don't have to worry. It's free to the retailer.

We provide great economies of scale. As far as we're aware, there aren't any other platforms who do what we do with the number of retailers and this is down to the basics. We enable them to book deliveries or returns, print labels, print custom shipping documents and manifests, and automatically pre-advise the carrier of parcels to be despatched. We take that all out of their hands. They don't have to worry about it or think about, so it makes their lives very easy.

NETDESPATCH IN BRIEF

Company founded: 1998

Global reach: Were acquired in 2015 by Royal Mail but are a separate trading company

Turnover: Just over £3m

Customers: 130-140,000 users of the platform (retailers). In the border of 10+ main carriers and around 150 smaller carriers on top of that

Number of employees: 43

Number of partners: Around 160

Tel: 08451 305093

Int: +44 (0) 197 836 7475

www.netdespatch.com

What is your USP?

Our customer is the carrier, while the consumer of our services is the retailer. So we're not providing a carrier management platform, we're providing the ability for retailers to use the likes of CollectPlus, Yodel or the Royal Mail and many others. It's just a different way of focusing on it.

Typically, a retailer will go to their carrier and tell them they need a certain capability – this could be web service, batch data, manual booking or a hybrid of all of those. Then either the carrier will come to us or occasionally the retailer will ask us to approach a carrier. Most typically they'll have gone to the carrier and said, "This is what we need, can you supply that to us?" and the carrier will have told them, "Well, we can do part of that but to do the whole package, what we need to do is include NetDespatch." So at that point, we are effectively acting for the carrier in providing those services to the retailer.

How would you describe your company's vision?

We're really focusing on the top six carriers and developing our relationships with them and the retailers. We sit in the retail space and understand the needs of retailers as well as the differing nature

of what their consumers are asking them for. We've already demonstrated this. We're the leaders in click and collect in the UK market, we're the people behind CollectPlus, Pass My Parcel and other offerings. That's our core focus and the differentiator is in scale and our ability to expand. As I say, we currently have between 130 and 140 thousand retailers but what we're now looking towards is millions of retailers by expanding our reach into the retail market. There is more than enough opportunity in the UK market to expand into it. The focus out into international markets will come after that, in the next few years.

What are you doing currently in the ecommerce/multichannel market?

A significant amount of the traffic that comes through the platform is in effect B2C ecommerce-dominated traffic. So we're facilitating lots of the activity from other order management platforms, shopping cart environments, etc. We are the glue that holds all of that together because that's not an area that online retailers want to focus on.

What new functionality have you added for retailers?

We continue to work on our API set. Some of the areas that we've facilitated

are things like the print in store capability that CollectPlus are now providing within the retail environment. We're sitting behind that.

This is the ability for a consumer to come into a store with a reference number and have a shipping label printed out for them on the CollectPlus terminal. It could be to return or they just want to send something somewhere but don't have a printer at home.

How does what you're doing compare to your competitors?

We don't really have many direct competitors. The people who sit on the other side of the shop – the likes of MetaPack or GFS – they work on a different basis by directly engaging with, and being paid by, the retailer. Their level of scale is completely different to us. So our product roadmap is far more reflective of an inclusive, cooperative, collaborative way of working. We're aiding both the retailer and the carrier to work together. Our job is to make the service work.

Who are your customers?

It's the carriers because they're the people who pay us. So while we provide the service to the retailer and they are people consuming it who gain obvious benefits from it, there are also equal a benefits for the carrier. Our systems enable them to actually get those bookings and those parcels into their network with uniform labels, the correct barcodes, the address validated and all of the tracking enabled.

What do you see as challenges in the coming year and what are you doing to meet those challenges?

We're in a very fortunate position in that our challenge is how we deal with the very significant opportunity we have in front of us. How do we do that so that we're continuously meeting the scale of that opportunity? We want to continue to provide the same outstanding service but at an ever increasing scale. Sitting behind the scenes, helping lots of people – it's a very nice place to be and that's what we want to keep doing.

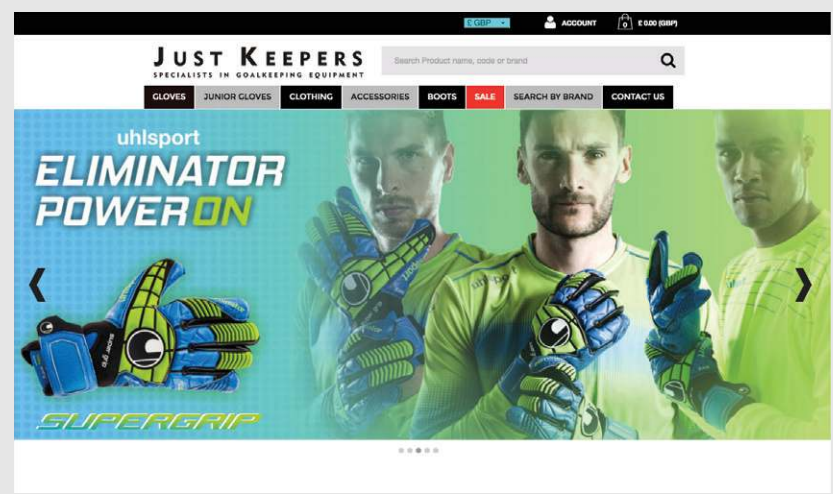
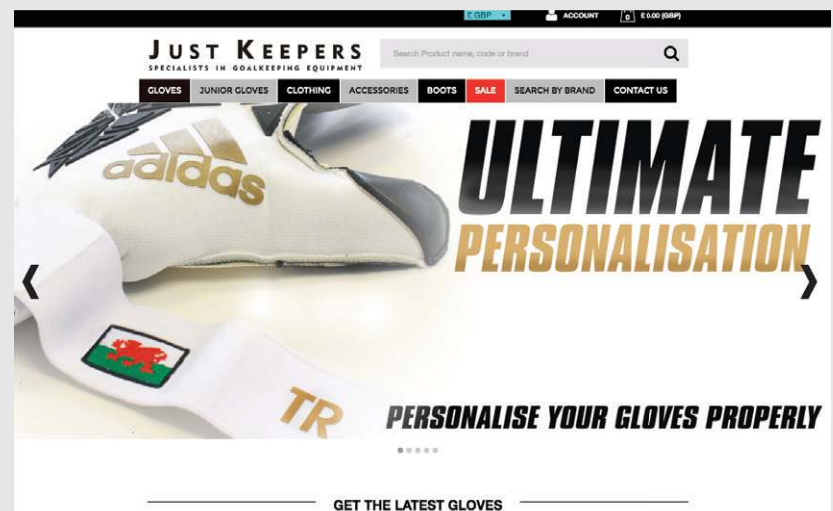
Customer case study – JustKeepers

Specialist goalkeeping equipment retailer, JustKeepers, is saving time and money using a seamless integration solution from NetDespatch and Retail and Sports Systems.

JustKeepers is a leading online retail specialist providing goalkeeping gloves and clothing to the market from top brands such as Adidas, Nike, Uhlsport and Umbro. In order to grow its business and handle increased volumes at peak times such as Christmas and the start of the season, JustKeepers needed a platform to provide seamless integration with its carrier services. NetDespatch was the obvious choice. JustKeepers was already using an ecommerce solution provided by Retail and Sport Systems, who partner with NetDespatch and as a result, JustKeepers realised that it could also utilise NetDespatch's carrier integration solution.

JustKeepers runs a live activated stock system, which means customers can only buy if they can see the product is available online, so orders need to be fulfilled and processed quickly. Back in 1997, when the business was started, JustKeepers was handling around 20 to 50 orders a day with a very manual process. Today, JustKeepers handles up to 200 orders per day and the NetDespatch system has helped them to cope with this volume and seamlessly process and ship orders. The integration means that as soon as a parcel is selected for despatch, the correct label for the chosen carrier is automatically produced in JustKeepers' warehouse, ensuring that each parcel is not only correctly addressed but also complies with the carrier's requirements.

Ian Milne, director for JustKeepers, says, "The NetDespatch system has really helped us. The software transition was seamless and instantly, overnight, we reaped the benefits."



Ten10

Miles Worne
CEO



What does your company do?

Ten10 is the UK's leading software testing consultancy. The company was formed following the merger at the end of 2015 of two separate testing consultancies – The Test People (TTP) and Centre4 Testing – positioning us as the largest, fastest-growing privately-owned UK-based software testing company.

We enable our clients to leverage advancements in technology for competitive advantage. In practice, we do this by offering a full suite of testing services across a vast range of software platforms, architectures and deployment models. Software testing scenarios can vary from new websites and mobile applications through to the implementation of business applications, sometimes with a customisation layer on top of a standard platform or an integration layer on top of a number of standard components and data sources.

In terms of deployment, it may be on-premise, in the cloud or a hybrid model. Often this is new, cutting-edge web technology but regularly we see this needing to integrate with legacy back end systems running code which is sometimes 30 years old or more.

What is your USP?

First and foremost, it's the flexibility we offer our clients. We provide a breadth of technical testing talent and expertise to complement our comprehensive portfolio of testing services, enabling us to meet individual clients' bespoke needs. Our ability to flex and scale these bespoke offerings as desired through the duration of projects and beyond really sets us apart from the competition.

The software development landscape is changing faster than ever before. It's

important for us to stay ahead of the game so that we can continue to provide clients with a progress test approach with the best-fit tools and techniques. We are committed to ongoing investment in R&D, from making use of off-the-shelf tools where appropriate right through to the ability to custom-build a tool for a uniquely challenging test project.

We also recognise that clients are increasingly demanding more advisory services from their testing partner. We are committed to attracting and developing the most talented people in the industry and through them, we provide our clients with a rigorous and creative approach to software testing. With over 20 years of combined experience as a merged organisation, we



We understand that our clients have to balance making technological leaps to stay ahead with taking risky innovative moves that could end in disaster //

Miles Worne, Ten10

have built up significant sector-specific expertise in certain industries, including retail. This means we bring with us a deep understanding of the challenges and opportunities facing the retail sector as well as familiarity with the commonly used platforms and technologies.

For us, it's all about collaboration – working holistically with our clients to understand their long terms objectives and product roadmap, allowing testing to be incorporated into software development lifecycle management.

TEN10 IN BRIEF

Date founded: 2004

Global reach: UK

Turnover: £30m

Customers: 220

Number of employees: 174

Contact details for more information:

Tel: +44 (0) 203 697 1444

Email: contact@ten10.com

Web: www.ten10.com

How would you describe your business area's vision?

We understand that our clients have to balance making technological leaps to stay ahead with taking risky innovative moves that could end in disaster. Because we have the expertise, the talent, the technology and the rigour to de-risk technological innovation, we give our clients the confidence to embrace digital transformation and progress further and faster than the competition.

Clients are looking for a technically-robust testing solution that is delivered in an integrated fashion. They want to be met by true subject matter experts and supported through agile resourcing models and excellent customer service. Ten10 is a specialist pure-play software testing consultancy. We differentiate ourselves from the UK competition with our flexible and scalable approach to testing.

Increasingly, our clients are looking to reduce the time-to-market for new products and applications, which can mean working towards a minimum viable product with subsequent phased rollouts. They are also pushing for faster deployment of new technologies and systems. We offer our clients a variety of delivery models, from a

completely outsourced service, on or off-site managed services, or simply staff augmentation to complement an existing team. With over 120 permanent testing consultants and the largest network of professional, UK-based testers, we have the ability to rapidly deliver a testing solution at the pace required by our clients. Further to that we are able and willing to flex the ongoing solution in-line with a project's changing demands. We want to be seen as a nimble, scalable alternative to the more rigid offerings out there.

What are you doing currently in the ecommerce/multichannel market?

We provide a variety of testing solutions for our retail/ecommerce clients. Typically these are focused on functional and performance testing of retail business applications such as POS, till and merchandising systems, logistics and distribution management and back end ERP and CRM systems. We help our clients with the development of a comprehensive and effective test strategy, which often includes identifying opportunities to automate testing as well as helping clients transition from a traditional waterfall environment to an agile delivery model.

An example with one client related to their retail order processing system, which was having issues processing volumes of sales through to the logistics distribution centre. We created a flexible testing approach that could be adjusted to test performance for different scenarios, such as black Friday. From these test results we were able to tune the order processing system by 500%. These improvements resulted in a planned IT project being put on hold for several years, making a hugely

significant saving on IT spend.

We are also involved in front end testing projects such as mobile compatibility testing. Using our mobile device lab, we test sites and applications across a range of devices, operating systems and browsers, taking into account specific device features and screen sizes. Accessibility testing of websites and apps is also becoming more of a focus for retailers as they start to recognise that universal access is not only best practice, but can also help to increase onsite conversions. We support clients that are looking to comply with the W3C Web Content Accessibility Guidelines (WCAG) 2.0, ensuring ease-of-use by people with a range of abilities.

Who are your customers?

We enjoy working on a variety of testing challenges, applications and environments but in particular, have developed sector-specific expertise in the following areas:

- Retail and ecommerce
- Financial services
- Legal
- Public sector (including major Government departments)
- Professional services
- Gaming

In the retail sector, we work with a number of household names including Debenhams, Blacks Outdoors, ScrewFix, RS Components, Bonmarché, Dyson and Habitat.

What do you see as challenges in the coming year and what are you doing to meet those challenges?

We see mobile as a huge opportunity, with ecommerce traffic hovering around 50%. However, this also presents

real challenges. In IRUK 500's recent research in the Mobile and Cross-channel Dimension, it found that just 24% of the Top500 offer both an iOS and Android app.

Mobile development is continuously evolving, so testing is having to adapt to keep pace. It's an exciting market to be in. The range of different devices and capabilities, as well as the rate of change of new devices entering the market, is incredible. You can have a £50 device or an £800 device both using the same operating system but the performance and screen resolution varies tremendously. Yet the app or mobile site is expected to functionally work and perform well across devices at both ends of the scale and everything else in-between.

The smartphone is just one part of it however. The network – both wifi and mobile – also needs to be taken into account, with loss of connection, failover, re-connection and resiliency the new normal in a mobile environment. Our clients don't have to worry about these complexities as we have a mobile device lab where we can test against a range of devices, operating systems and browsers, and manage test schedules for new releases as they enter the market.

Other considerations include the development environments being used to create software and the variety of platforms which are used to deploy software – often using a combination of internal infrastructure through to public and hybrid clouds – which can lead to issues around test data and security.

With our experience and expertise, we provide our clients with testing solutions which effectively balance risk management with efficient use of budget and resource.