



10CMS - Jump Start Presentation

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Internet Retailing Jump Start - Agenda

- About 10CMS
- eCommerce Inspiration Index
- 10CMS & Demonstrations
- Heals Case Study with Mike Traill
- Q&A

10CMS Introduction

- **Founded in 2006 by experienced team of web professionals**
- **10CMS has been 16 man years, £1 million+ development**
- **Venture backed – Sadlier Reilly Capital, Enterprise Ireland**
- **Recent eCommerce customer success includes:**
 - TK Maxx (UK) Linley & Heals, Brand Alley & Kiddicare now live
 - Jimmy Choo will debut at the end of June
 - Strong relationships with leading CMS / eCommerce platforms

OVERALL STANDING AFTER TWO DIMENSIONS

Rank	Retailer
1	Mydeco
2	Amazon UK
3	John Lewis
4	Apple
5	ASOS
6	LOVEFILM
7	Boden
8	Play.com
9	Ikea
10	Argos
11	easyJet
12	British Airways
13	Tesco.com
14	Zappos
15	Figleaves

Inspiration Index

Two of the six inspiration dimensions have been used on so far, they are:

Moments of brilliance and delight

Customer experience

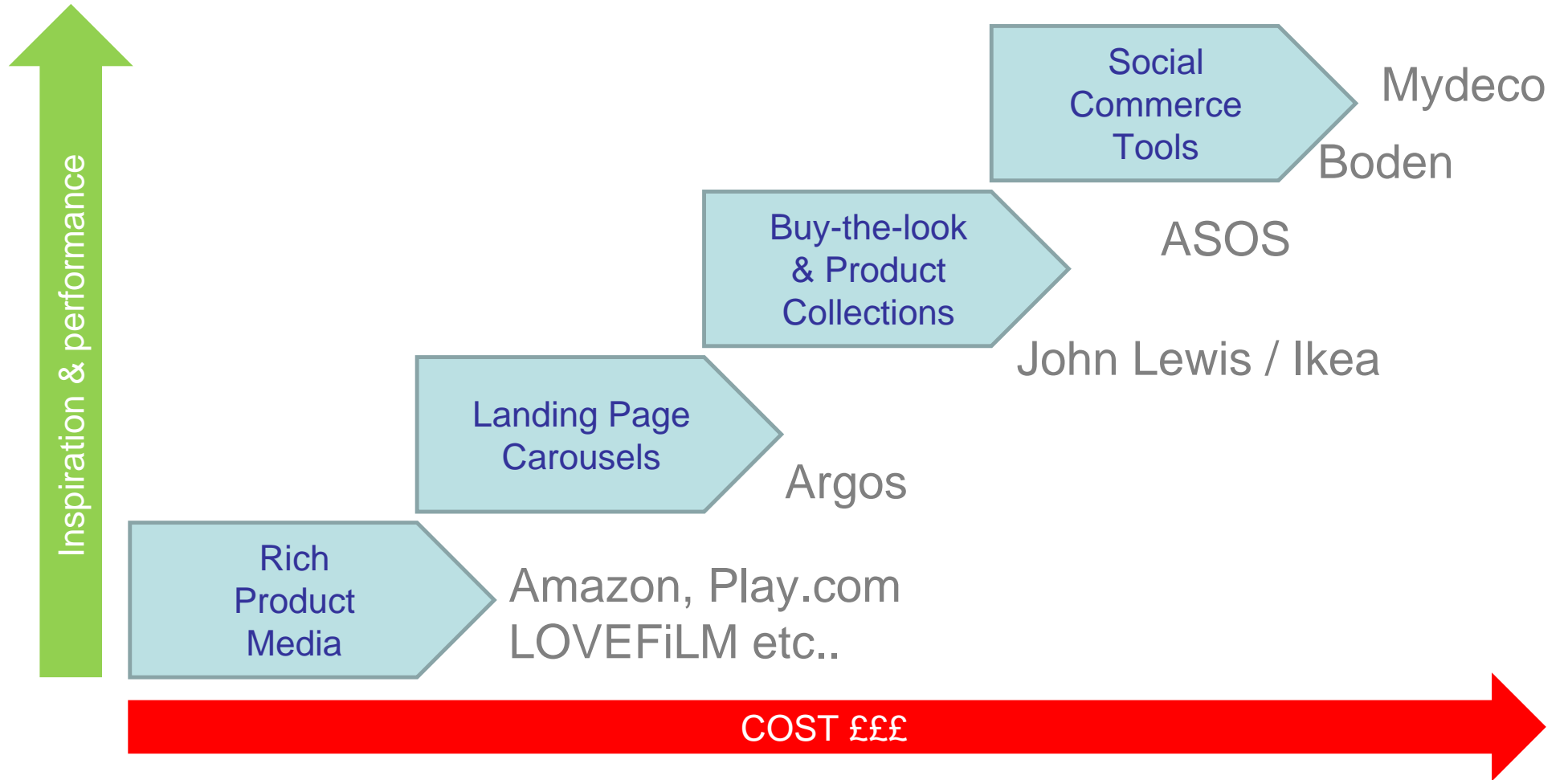
These are cast by you, fellow eCommerce professionals.

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- Mydeco – room designer, moodboards & community
- John Lewis – room ideas
- ASOS – collections, buy-the-look, video, eMagazine, community
- Boden – Outfit designer, community
- Ikea – Inspiration, collections
- Argos – Experience rich landing pages

10CMS Overview



10CMS is engineered for Experience Rich eCommerce

Bespoke development:

- No standard methods
- Awkward user interface
- Developers required for content changes
- Slow change turnaround
- Bespoke SEO development
- High TCO
- Inflexible
- Complex & costly

10CMS:

- Standard, extensible framework
- WYSIWYG user interface
- Simple to update
- Pre-built functionality
- Open architecture
- Automated SEO
- Uses industry standard Flash
- Available on all platforms
- Low cost, transparent pricing model

10CMS Demonstrations

- [Home page carousel](#)
- [Landing page carousel](#)
- [Product collections](#)
- [Video collections](#)
- [Collaborative selling tools](#)

Conclusion

- **Does your product support 10CMS as a standard option?**

HEAL'S CASE STUDY

Mike Traill – Head of eCommerce

- New site launched on Vanda & 10CMS in February 2009
- Three 10CMS modules deployed:
 - Homepage Carousel
 - Homepage ActiveImage
 - Category ActiveImage
- Phase 2 about to launch with XML integration, behavioural merchandising & collections modules