



Internet Retailing:

Jump Start Procurement Briefing

June 11th 2009

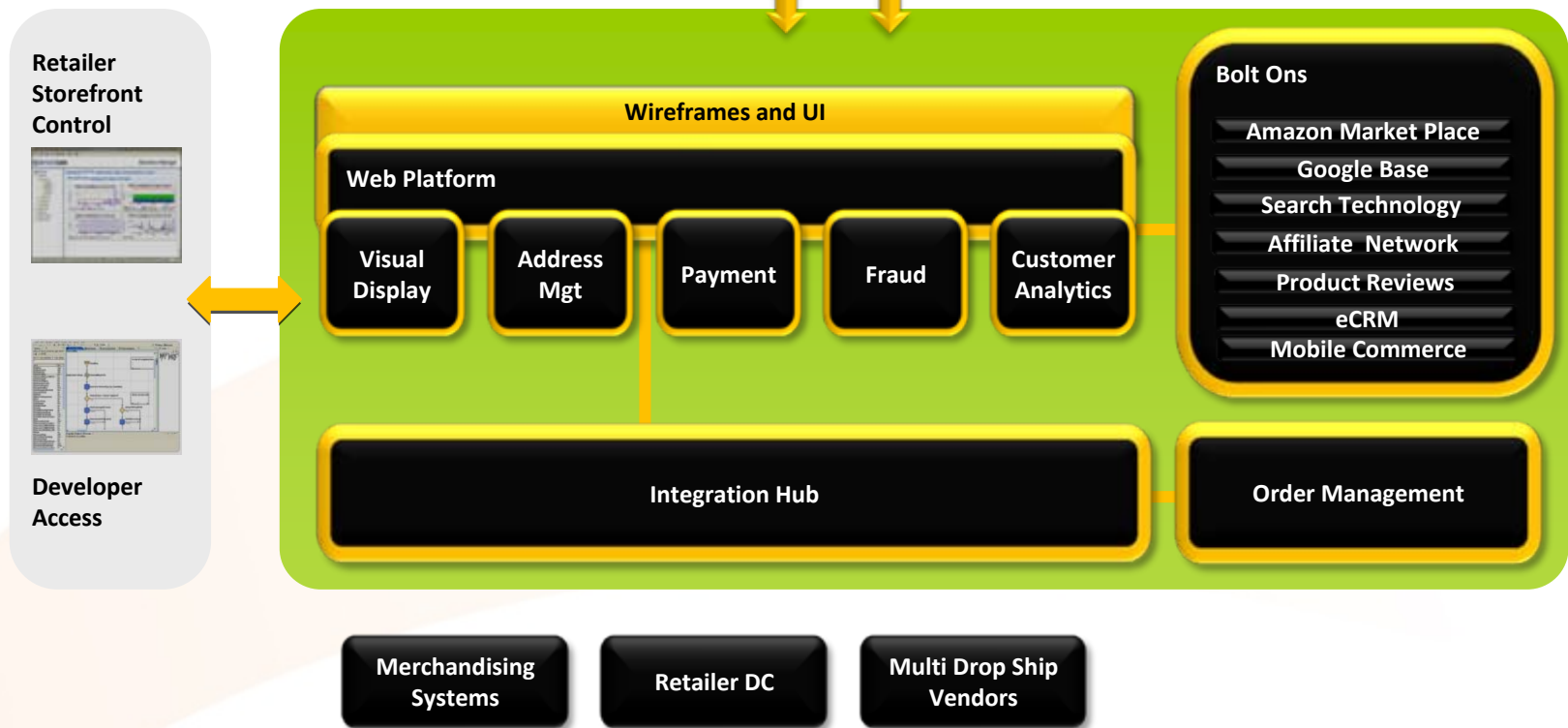
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**POST
TRAUMATIC
PLATFORM
SELECTION
STRESS**



Platform Challenge #1

“Invest in a true end-to-end solution – not just a piece of the jigsaw.”



Platform Challenge #2

“It’s not about the features and functionality of the platform but the driver’s ability to use it.”



Platform Challenge #3

“Make sure you have control of your storefront - and are not beholden to a single provider.”



- Maximum control to make swift changes to your site
- Dynamically update promotions
- Merchandise your shop window
- Easily add new content
- Easily add new functionality or templates yourself!

Platform Challenge #4

“Seek out best of breed – not just lowest common denominator, and ensure functionality can evolve seamlessly.”



**THE F WORD:
FUNCTIONALITY**

Checklist

- Storefront
- Content Management
- Order Management
- Payment Services Gateway
- Searchandising
- Navigation and search refinements
- Colour slicing
- Rich Media
- Streaming Video
- Enhanced imaging
- Online Fitting Rooms
- Widgets
- Product Reviews
- Blogs and Social Networking
- Guest Checkout
- SEO optimisation
- Order Tracking
- Stock update emails
- Collect from store
- Live Chat
- Stock visibility – pre order, back order
- Mobile commerce
- A/B testing
- Multi-variate Testing

Platform Challenge #5

“Work with a partner who can offer industry leading advice and support.”

Trading support:

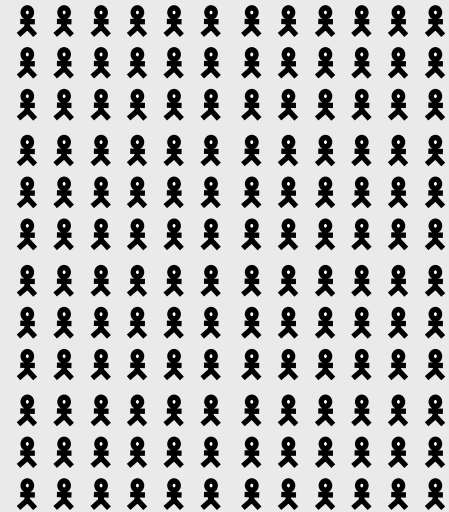
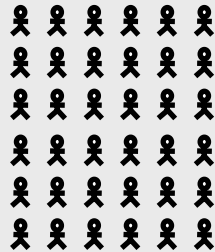
- What does success look like?
- What KPIs should you measure?
- How do you perform versus your competitors?
- Are your goals realistic?
- How can you get the best from your technology?
- What can you do to improve your marketing channel effectiveness?



Platform Challenge #6

“Find a platform solution that is scalable: sales, categories, geographies.”

- ✓ Flexible cost model
- ✓ Low IT resource requirements
- ✓ Technical capacity
- ✓ No capex surprises



Not one size fits all...

eCommera offers you:

- ✓ A true **end-to-end** solution
- ✓ A true **partner**
- ✓ Retailer **control**
- ✓ **Best of breed** software and services
- ✓ Expert **advice** and support
- ✓ A fully **scalable** solution

eCommera

Europe's leader in Enterprise Retail E-Commerce Trading Solutions

- **CoreCommerce Platform** - end to end solution based on best of breed components
- **DSV Hub** – catalogue aggregation helping retailers increase range without stock risk
- **CoreTrader Services** - decision support tool for ecommerce
- 60+ people across technology, support, trading and consultancy disciplines. Team brings strong eCommerce background across sector and international: Figleaves, Harrods, Tesco, Arcadia, Dell, Sky, Woolworths, O2

Selected clients



focused on photography
Best Online Retailer for 7 years! 2002 - 2008



The Finest Toys in the World



TRANSFORMING YOUR GARDEN

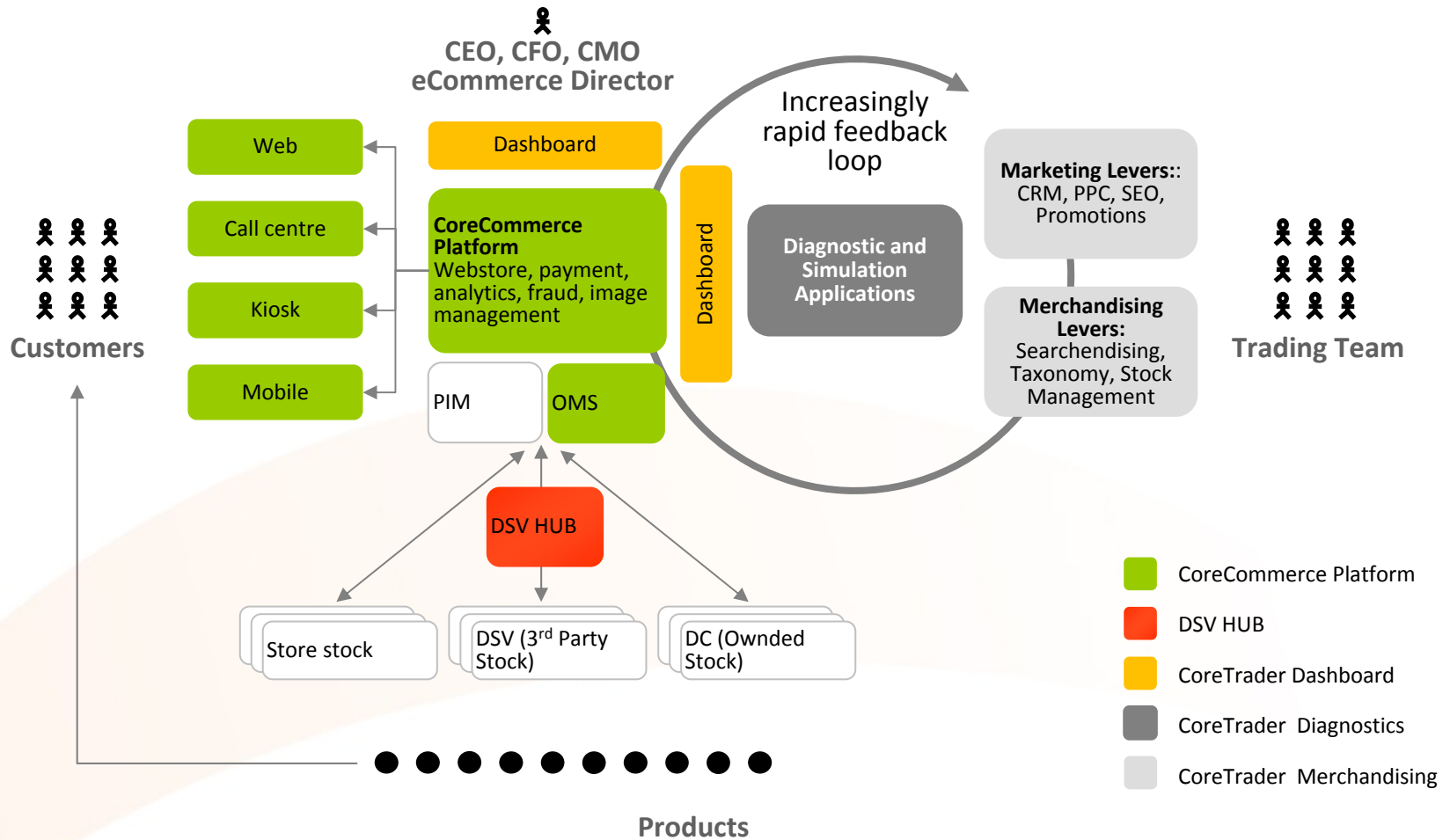


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The ecommerce enterprise

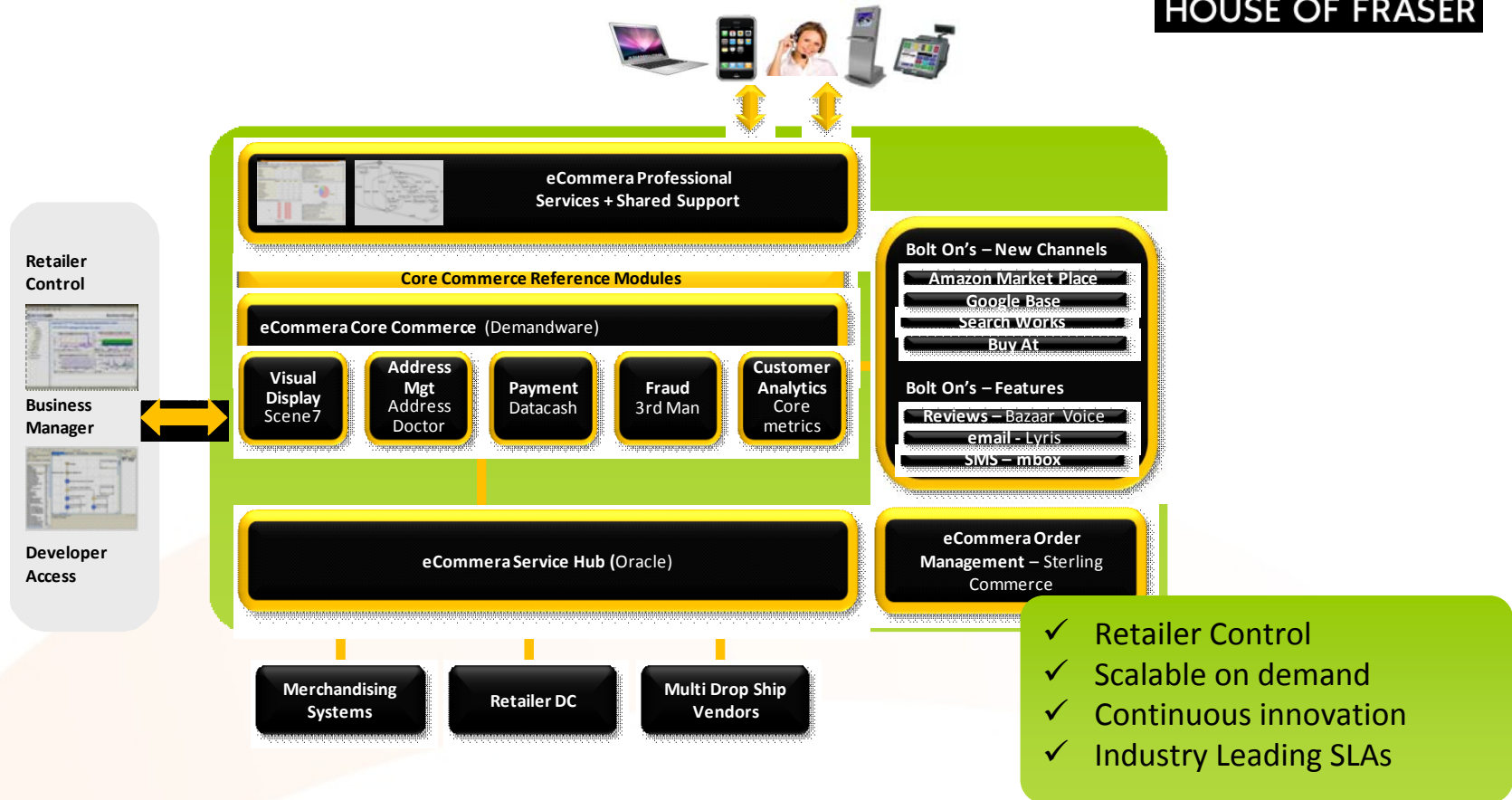
eCommera empowers the ecommerce trading team to make decisions aligned with the strategic objectives of the business



1. CoreCommerce: eCommera SaaS Platform

"Since moving to the eCommera platform we have been able to direct more of our resources at driving sales through the site. As a result, our web channel out-performs with an IT team a fifth of the size of some of our rivals" –Ecommerce Director, House of Fraser

HOUSE OF FRASER



CoreCommerce ^(TM) key differentiators powered by Demandware

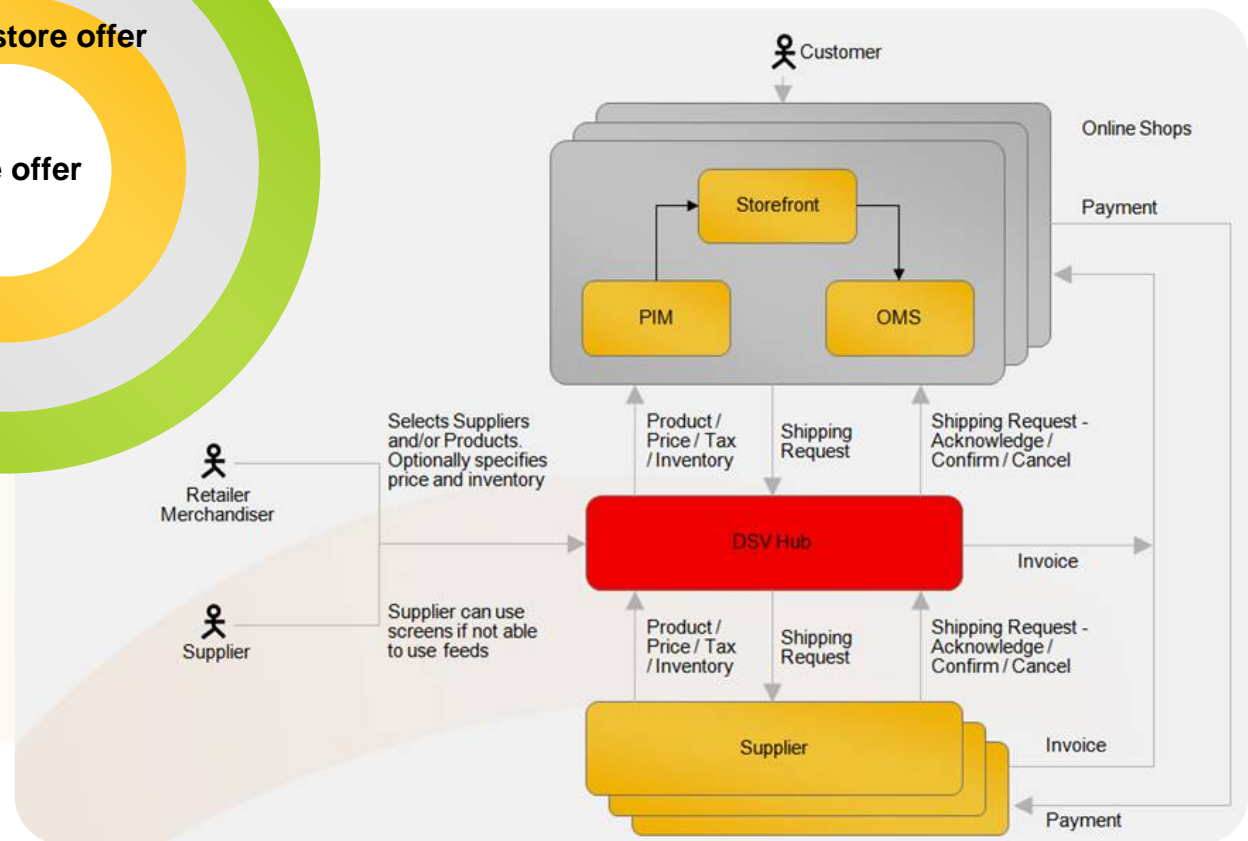


All retailers seamlessly upgraded to latest software free
178 new features delivered to customers in last 2 years

2. Drop ship vendor hub: The DSV Hub

"eCommera understood our challenges immediately and has delivered a site and support structure that meets our needs today and is future-proofed for our needs tomorrow" – Director MCR, ASDA

ASDA

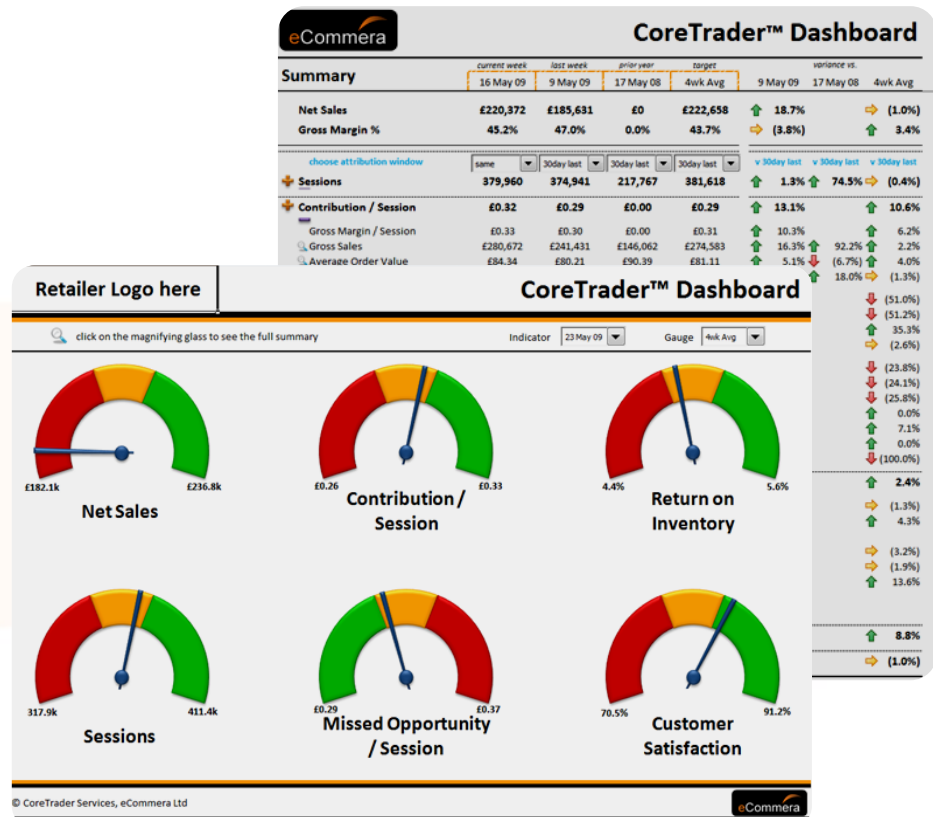
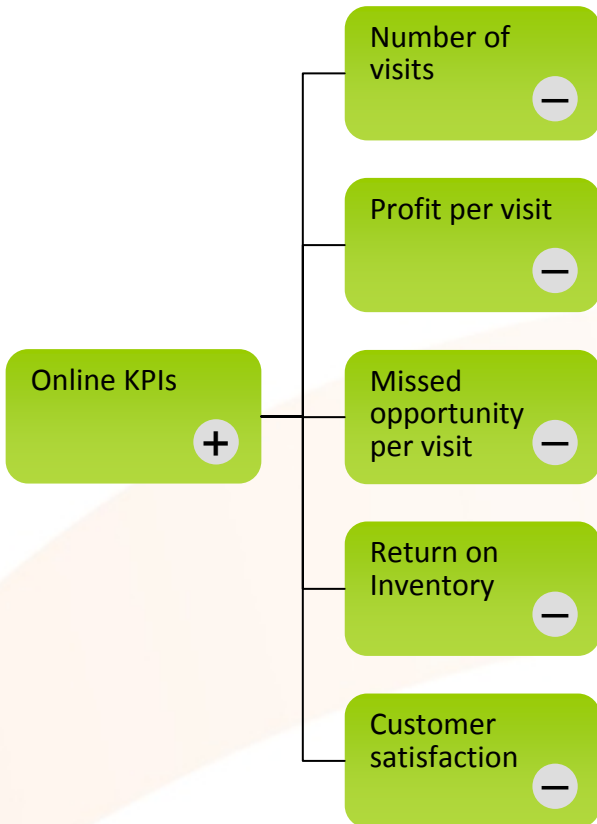


3. eCommerce KPIs: the eCommera approach

"We knew the site had this potential, but we had been unable to unlock it on our own, sales are up 170% so the results from eCommera speak for themselves" – CEO, USC



CoreTrader dashboard: 5 fundamental ecommerce KPIs



Wrap up and what next?

- Set realistic goals
- Understand your needs vs wants
- Short list suppliers that suit your requirements
- Maximise your opportunities
- Understand how to pull the right levers
- Learn how to drive!

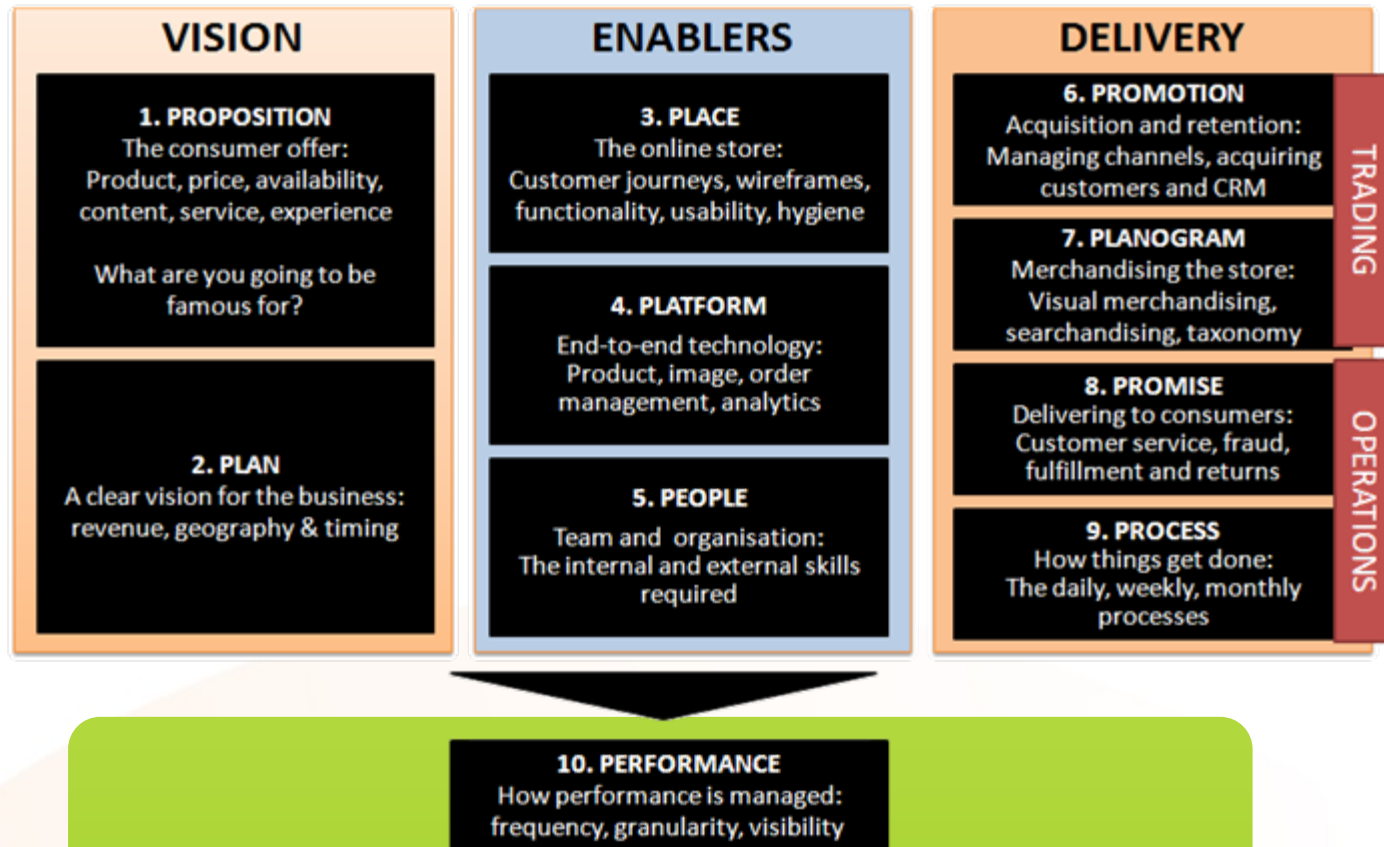
**Contact eCommera to find out how
we can help you**

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Our approach: eCommera 10Ps



- Ecommera takes a holistic approach to helping its clients succeed in building successful ecommerce businesses
- The 10Ps represent the checklist of what we believe is required to succeed online

The Platform

One Solution, End To End, Best Of Breed At A Fraction Of The Time Or Cost

Core Commerce Platform



• Best of breed components:

- ✓ Leaders in their class
- ✓ Lengthy track record of success
- ✓ Global presence, 100's of customers
- ✓ On Demand SaaS
- ✓ Easy to integrate and expand
- ✓ Functionally rich

Platform Bolt On's



• Absolute retailer control

• Continuous free upgrades

• eCommera manage all infrastructure and support to industry leading SLAs

Order Management



• Enterprise grade scalability - designed for retailers doing £10m - £1bn

Integration

