



10CMS Interactive Merchandising

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Coming up...

- **About 10CMS**
- **Case Studies**
- **Demonstration**
- **Deployment**
- **Partners**

About 10CMS

- **Founded in 2006, venture backed, Irish company**
- **10CMS V1 launched in January 2007 & V2 in January 2009**
- **Over 100 customers, inc. Shell, GE, Tesco & Jimmy Choo**
- **Channel go-to-market model:**
 - eCommerce Vendors & Platforms
 - System Integrators & Digital Agencies

Over 100 customers use 10CMS, including:

boohoo.com

L.K.Bennett
London

Emma Bridgewater®



SAVILE ROW Co
LONDON

T.K.MAXX

ANTHROPOLOGIE

VINCE.

TESCO



HEAL'S

Dreams

kiddicare.com
The UK's Favourite Baby Website

JIMMY CHOO

Lilly Pulitzer

HOME SENSE

THE
CONRAN
SHOP

Business
VIKING DIRECT®
an Office DEPOT business

A|wear

fat face



Spring *Versatility*

Shop adaptable styles from our Spring Summer collection

SHOP NOW →



[x Close](#)



Storm Jacket

£250.00

Storm is a long sleeved jacket with puff sleeves. This nips in and finishes at the waist, making it a contemporary choice. Wear with the Storm dress or skirt to create a fashionable suit.

[VIEW DETAILS](#) [→](#)

Clothing at Tesco

The screenshot displays the Tesco Clothing website interface. At the top, the navigation bar includes the 'Clothing at TESCO' logo, a search bar, and links for 'Tesco.com', 'Sign in | Register', and 'Help'. Below the navigation, a category menu lists 'women', 'men', 'boys', 'girls', 'baby', and 'brands'. The main content area features a large banner for 'keep warm shop the new F&F coat' with three models. A product overlay for the 'Cocoon Coat' is visible, showing a price of £45.00, color 'Multi', and size '22', with an 'Add to basket' button. On the right, a 'Your shopping basket' summary shows 1 item for a total of £45.00, with a 'View basket & checkout' button. Below the basket, there are promotional tiles for 'new tailoring' and 'sweater heaven'.

Clothing at TESCO ▶ Tesco.com ▶ Sign in | Register ▶ Help

Product name / number Search Welcome to Clothing at Tesco

women men boys girls baby brands

keep warm
shop the new F&F coat

Cocoon Coat
£45.00
Multi
22
View Info [▶ Add to basket](#)

Your shopping basket ✕
1 item Total: £45.00

[▶ View basket & checkout](#)

new tailoring ▶

sweater heaven ▶

ENTER SEARCH TERM, KEYWORD OR PRODUCT ID

[SEARCH](#)

[Store Locator](#) | [TEL: 08700 240 780](#)

[FURNITURE](#) | [ACCESSORIES](#) | [LIGHTING](#) | [ELECTRICAL](#) | [OUTDOOR](#) | [GIFTS](#) | [BATHROOM](#) | [BEDROOM](#) | [DINING ROOM](#) | [LIVING ROOM](#) | [KITCHEN](#) | [OFFICE](#) | [OFFERS](#)

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Final Sale Reductions

Up to 70% off
Shirts from £15



Classic Shirts
were £50
now £17.50



[more info >>](#)



Classic Shirts
were £50
now from **£17.50**
& **£19.99**

[more info >>](#)



Limited Collection
Bespoke Fabric Sample Shirts
Over **300** new shirts added
were £120
now **£19.99**

[more info >>](#)



Pique Polo Shirts
were £50
now **£16**

[more info >>](#)



Our Service

Transactional 10CMS Video Overlays

The screenshot displays the Lilly Pulitzer website interface. At the top center is the brand logo in a pink script font. Below it is a search bar with the placeholder text "ENTER PRODUCT NAME OR KEYWORD" and a "SEARCH" button. A navigation bar contains links for "SHOP ONLINE", "STORES", "COLLECTIONS", "JUBILEE", and "PRINT". On the left side, a vertical menu lists various clothing categories: "NEW ARRIVALS", "WOMEN", "DRESSES", "SKIRTS", "SWEATERS AND CARDIGANS", "TOPS AND TUNICS", "POLOS AND TEES", "PANTS AND SHORTS", "SWIM", "SLEEPWEAR", "OUTERWEAR", "CHILDREN", "ACCESSORIES & SHOES", "MEN", "THE PALEY CARDIGAN SHOP", "CLASSIC STYLES UNDER 100", "DARN CUTE DRESSES UNDER 200", and "MOMMY AND MINNIE LOOKS".

The main content area features a "NEW GIRLS RANGE" section. It includes a product image of a leopard print dress, the name "Leopard", and pricing information: "was £36.00 save £20.00". Below the image is a "Print" button, a size selector set to "12/14", and a green "Add to basket" button. A "View Info" link is also present. At the bottom of the product description, the text "82% Viscose/16% Nylon/2% Elastane. Machine wash," is visible.

Overlaid on the right side of the page is a pink "YOUR TOTE CONTENTS" window. It contains an "EDIT SHOPPING TOTE" link, a shopping cart icon, and the text "1 ITEM TOTAL: \$168.00". Below this is a small image of a pink dress, the product name "APPLE DRESS PRINTED TWILL (Curious Pink Frenchie, 2)", the price "168.00", and a "SELECT QUANTITY: 1" dropdown. At the bottom of the overlay is a "GO TO CHECKOUT" button with a shopping cart icon.

JIMMY CHOO

COLLECTIONS / CHOO 24:7 / SHOES / HANDBAGS / ACCESSORIES / SALE / HOUSE OF JIMMY CHOO

INTRODUCING


JIMMY CHOO


CHOO 24:7

THE COLLECTION

CHOO 24/7 is the 'perfect shoe wardrobe' with a wide variety of colours, materials and heel heights, taking the Jimmy Choo woman from day to evening, 7 days a week.

DISCOVER CHOO 24:7 THE COLLECTION

CLOSE 



Lance - The perfect strappy sandal

Price: £425.00

Heel: 115mm/4.5"

Shine in these mirror leather sandals, they are the ultimate evening strappy sandal.

BUY NOW

▶ || ◀ 09.96 ◻ ◂ ◃



WOMEN

Shop The Look

Accessories

Bottoms

Coats & Jackets

Denim

Dresses

Shirts, Tops & Tees

Sweaters



LOOK No 4



◀ Previous

Next ▶





WOMEN

[Shop The Look](#)[Accessories](#)[Bottoms](#)[Coats & Jackets](#)[Denim](#)[Dresses](#)[Shirts, Tops & Tees](#)[Sweaters](#)

LOOK No 4

[BACK TO LOOKS](#)

Wrap Waist Slouch Short



Rayon Shell Tee - \$78.00

[Remove](#) 

QUANTITY

SELECT SIZE



Wrap Waist Slouch Short - \$195.00

[Remove](#) 

QUANTITY

SELECT SIZE

[ADD THIS LOOK TO MY BAG](#)

BACK TO LOOKS



LOOK No 4

Wrap Waist Slouch Short



Rayon Shell Tee - \$78.00

Remove



SELECT SIZE



QUANTITY



Wrap Waist Slouch Short - \$195.00

Remove



SELECT SIZE



QUANTITY



ADD THIS LOOK TO MY BAG

Create an Advert

LG POP on Pay As You Go



Get unlimited texts and internet when you top up £10 a month. Order now to also get a free £20 Amazon voucher, only with T-Mobile.

Like

All three, installed free



Grab Virgin Media's up to 10Mb broadband and 65+ TV channels for £18 a month with an £11 phone line. Plus free installation worth £35.

Like

Interactive Merchandising - Applications

1. Landing Page Carousels
2. Product Collections (i.e. 'Get-the-look')
3. Video Merchandising (lifestyle / seasonal video)
4. User Generated Collections (e.g. mood boards)
5. Portable Collections, micro-shops & shoplets

10CMS - Delivers a tenfold reduction in cost

Standard Flash Media:

- Developers make changes
- No SEO or ALT view
- Bespoke platform integration
- Bespoke module build

10CMS Media:

- Non-technical content editors
- Automated SEO & ALT view
- Pre-built platform integration
- Pre-built module elements
- On-demand content delivery

Demonstrations

1. Carousel
2. Get-the-look
3. Facebook

Deployment Options

1. eCommerce Platform via 10CMS Live Server
2. On-demand via CDN
3. Integrated into core CMS platform

Solution & Technology Partners



AVAIL



atg[®]



SOUK

LBi



scene7[®]



 Snow Valley

