

# 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:





Emma Bridgewater®



































SHOES CLOTHING ACCESSORIES BAGS OUTLET STORE LOCATOR

SHOPPING BAG. 00



# Spring Versatility Spring Summer collection Spring Summer collection Spring Summer collection

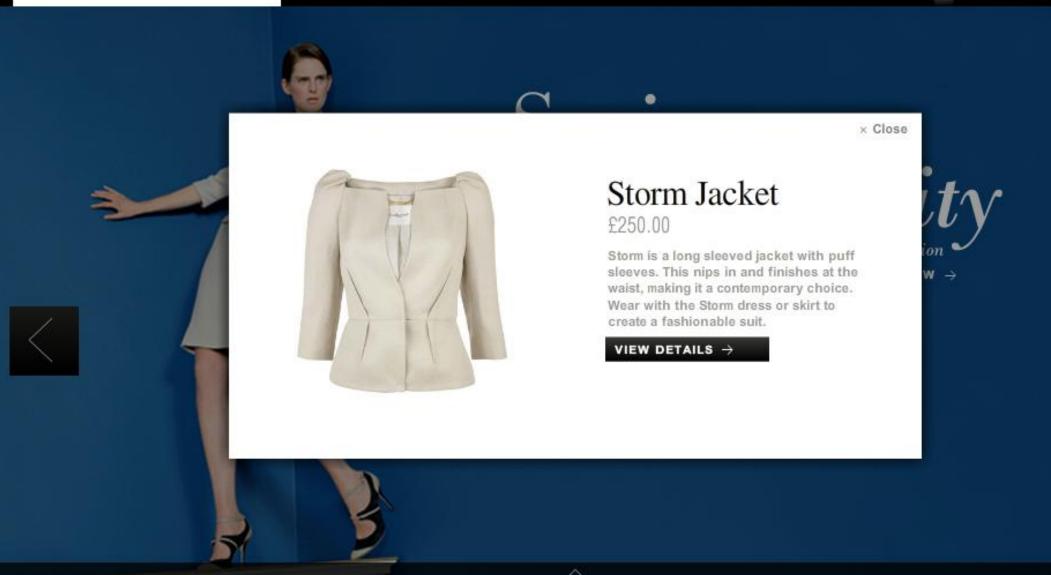
SHOP NOW ->



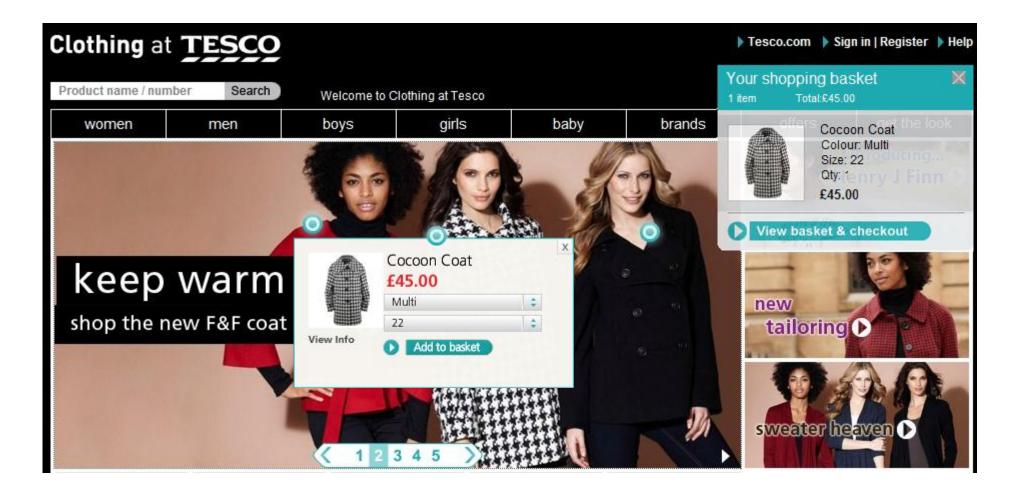
SHOES CLOTHING ACCESSORIES BAGS OUTLET STORE LOCATOR



SHOPPING BAG. 00 >



# **Clothing at Tesco**



Items: 0 Total: £0.00

Checkout

HEALS since 1810

ENTER SEARCH TERM, KEYWORD OR PRODUCT ID

SEA

SEARCH

Store Locator | TEL: 08700 240 780

FURNITURE ACCESSORIES LIGHTING ELECTRICAL OUTDOOR GIFTS BATHROOM BEDROOM DINING ROOM LIVING ROOM KITCHEN OFFICE OFFERS

home



# SAVILE ROW Co LONDON

Home Menswear Womenswear Clearance Trends Corporate Club

SEARCH



Up to 70% off Shirts from £15





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 >>

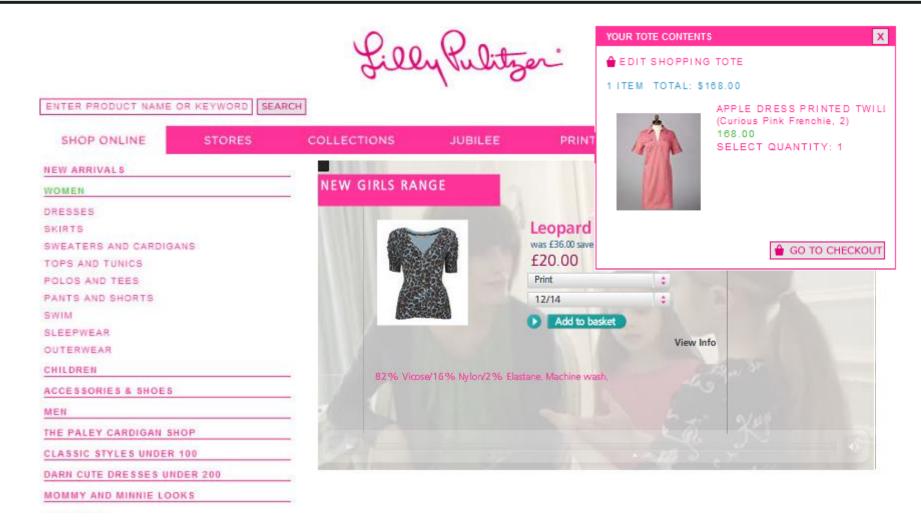


more info >>



**Our Service** 

# **Transactional 10CMS Video Overlays**



# JIMMY CHOO

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

INTRODUCING

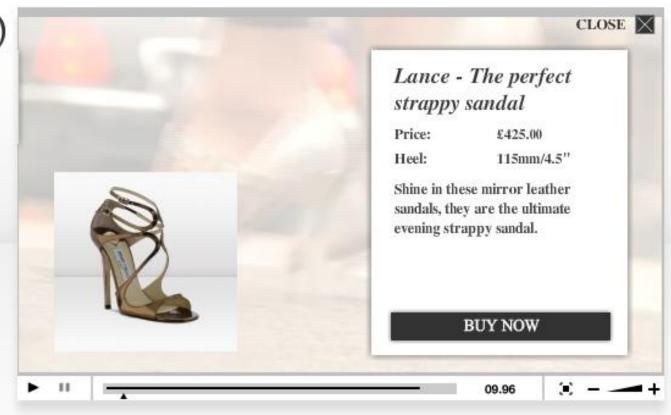
# JIMMY CHOO

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



Log In / Join Us Search

Women Men Gift Cards Meet Vince

Your Bag | Checkout

### WOMEN

Shop The Look

Accessories

Bottoms

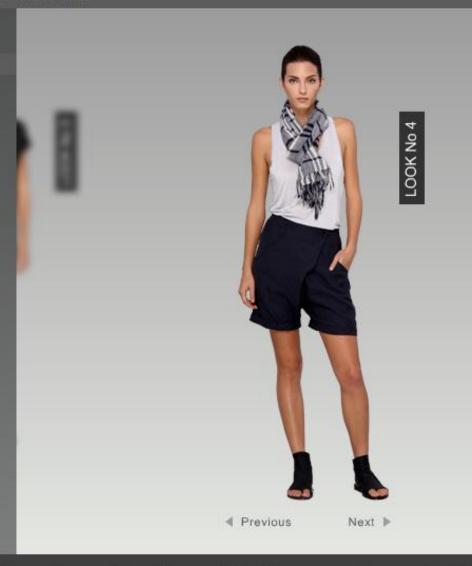
Coats & Jackets

Denim

Dresses

Shirts, Tops & Tees

Sweaters





# VINCE.

Log In / Join Us Search

Items: 2 | Total: \$156.00 ...... Your Bag | Checkout



Women Men Gift Cards

### WOMEN

Shop The Look

Bottoms

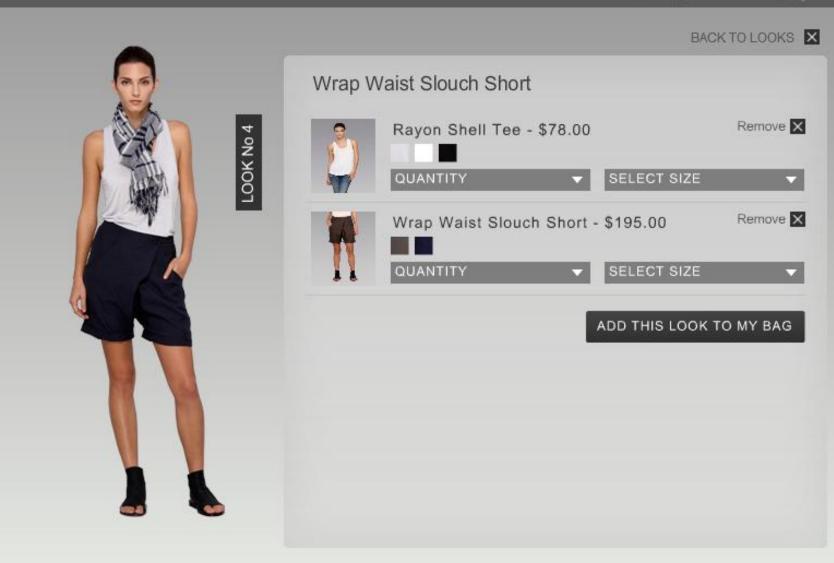
Coats & Jackets

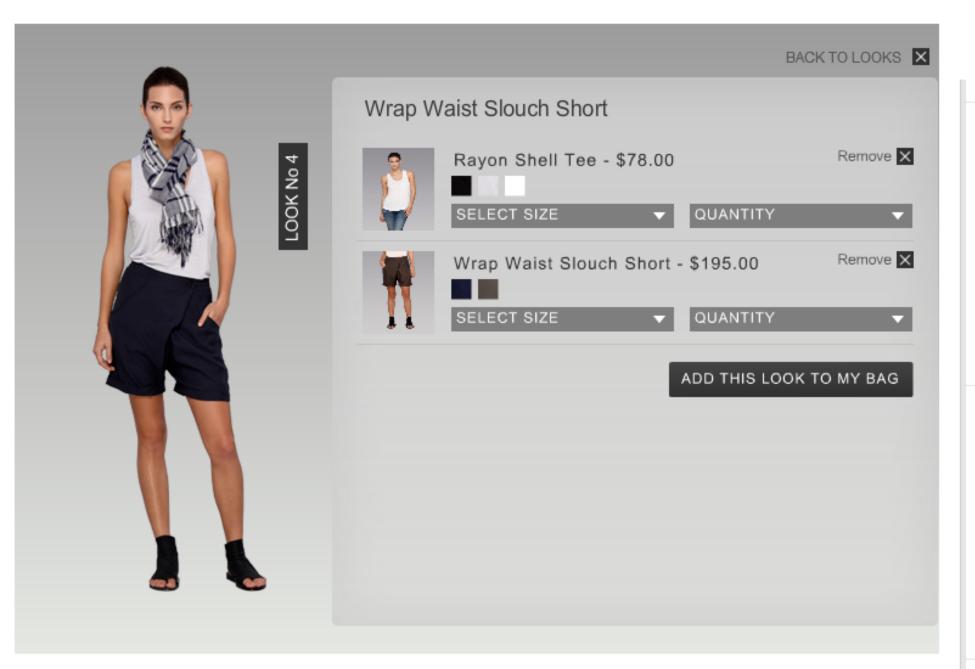
Denim

Dresses

Shirts, Tops & Tees

Sweaters





### Create an Advert

### LG POP on Pay As You Go

Accou



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.



# 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.



# **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**





























