

eCommerce and Multi-channel portfolio



Leading brands select Salmon to develop eCommerce and multi-channel solutions that increase revenue, extend brand loyalty and improve competitive advantage.



BOOTS.COM

- ▶ UK's leading retailer of beauty and health products as well as health information
- ▶ eCommerce platform and Multi-channel integration
- ▶ Highly optimised checkout and enhanced user experience and navigation
- ▶ 'Live' Pharmacist



PETSATHOME.COM

- ▶ Highly scalable eCommerce platform
- ▶ Multi-channel integration
- ▶ Coremetrics, CyberSource, PowerReviews, QAS & Omniture integration
- ▶ 24x7x365 application management and support services



KIDDICARE.COM

- ▶ The largest privately owned nursery supplier to the public in the UK
- ▶ Platform delivers a differentiated customer experience
- ▶ Voted online nursery retailer of the year
- ▶ Solution ensures higher degree of autonomy, flexibility and responsiveness



HOTTERSHOES.COM

- ▶ Manufacturer of 1.3M shoes per annum
- ▶ Salmon selected to design, develop and integrate new website to support growth of 20%
- ▶ 60% increase in browse time
- ▶ Improved search rankings



BENSHERMAN.CO.UK

- ▶ British brand steeped in history
- ▶ Integration with backend business system "Styleman"
- ▶ Support for International sites



ARGOS.CO.UK

- ▶ Sets the standard for integrated eCommerce
- ▶ £1B+ online sales
- ▶ Multi award winning



HALFORDS.COM

- ▶ Original eCommerce platform implementation live in <90 days
- ▶ Online sales increased by 250%, average order value up by 40%
- ▶ 1 Million Reserve and Collect orders
- ▶ Sophisticated Multi-channel integration (Free Delivery to Store, Text and Reserve, Reserve and Collect, Home Delivery)



SCOTTSOFASTOW.CO.UK

- ▶ Flagship brand of the largest group of independent specialist catalogues in England
- ▶ New integrated eCommerce platform to support ambition for 50% turnover via online
- ▶ Developed under tight deadlines, without compromising on the key eCommerce areas
- ▶ Common business services shared across 9 group brands



ENDSLEIGH.COM

- ▶ Intelligent eCommerce platform for the number one student insurance provider
- ▶ 36% reduction in bounce rate
- ▶ 12.5% uplift in web page visitors
- ▶ Improved SERP results



SLEEPY'S.COM

- ▶ Delivered in just 16 weeks
- ▶ Beating forecasted online sales
- ▶ Improved navigation and merchandising
- ▶ Integrated appointment setting with Sleepy's 700 store portfolio



ANNSUMMERS.COM

- ▶ eCommerce platform implemented to support 100% growth inside 3 years
- ▶ Integrated with Oracle E-business Suite



HOMEBASE.COM

- ▶ Sets the standard for integrated eCommerce
- ▶ Multi award winning



DISCOUNTSHOESTORE.CO.UK

- ▶ Online only discount brand, part of UK's second largest independent shoe retailer
- ▶ Fully integrated with Barratts Priceless back office systems



PETITFEET.CO.UK

- ▶ Specialist online brand with shoes, boots and sandals for women who need smaller sized footwear
- ▶ Fully integrated with Barratts Priceless back office systems
- ▶ Faceted navigation and dynamic imaging



CUCINADIRECT.COM

- ▶ Intuitive, role-based tools to empower better merchandising and increase customer service
- ▶ Rich, out-of-the-box capabilities for catalogue and content management
- ▶ Member management, contracts and entitlements, negotiations, order management



THEORIGINALGIFT.CO.UK

- ▶ Integrated with back office Elucid, Stibo Step systems
- ▶ Integrated with Mercado for optimized search and browse
- ▶ Integrated with Coremetrics for online analytics and marketing



HAWKSHEAD.COM

- ▶ Uniquely British clothing label inspired by lakeland life
- ▶ Launched in just 35 days
- ▶ eCommerce platform capable of supporting new geographies, propositions, market segments or customer types quickly and easily



CRAGHOPPERS.CO.UK

- ▶ Travel, outdoor and adventure clothing
- ▶ US and UK eCommerce sites based on shared eCommerce platform
- ▶ Integration of business user tools for online marketing and promotion



LOVEYOURSHOES.CO.UK

- ▶ Fully integrated with Barratts Priceless back office systems
- ▶ Supporting the sale of 50 + brands
- ▶ Dynamic imaging
- ▶ Integration of user generated product reviews



BARRATTS.CO.UK

- ▶ UK's second largest independent shoe retailer
- ▶ eCommerce platform implemented to support PriceLess, Barratts, Discount Shoe Store, Petitfeet, Big Shoe Boutique and Nineteen Twentyone
- ▶ Fully integrated with back office systems (incl. sales, despatch etc) so that information can be shared horizontally across business



VIVADIRECT.CO.UK

- ▶ Publisher of Britain's favourite health and wellbeing catalogue
- ▶ Intuitive, role-based tools to empower better merchandising and increase customer service
- ▶ Integrated with back office, Mercado and Coremetrics



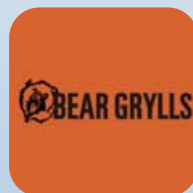
PRESENTSDIRECT.COM

- ▶ Personalised gift store
- ▶ Intuitive, role-based tools to empower better merchandising and increase customer service
- ▶ Integrated with Mercado and Coremetrics



DARE2B.COM

- ▶ Ski and snow wear brand
- ▶ Integration of business user tools for online marketing and promotion
- ▶ US and UK eCommerce sites based on shared eCommerce platform



BEARGRYLLSSTORE.COM

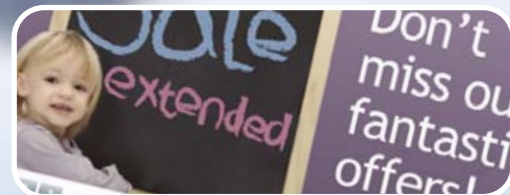
- ▶ Adventure clothing store for Bear Grylls brand
- ▶ Fully integrated with call centre and back office systems
- ▶ US and UK implementations on shared eCommerce infrastructure

About Salmon

Salmon is a highly innovative global systems integrator whose commitment to on-time, on-budget projects is increasingly embraced by the leading names in retail, insurance and financial services markets. Since 1989, leading brands have been turning to Salmon for its ability to build, integrate and support business-led systems that add measurable competitive value to their day-to-day operations – and to their bottom line. Salmon quickly understand business needs, creates realistic development schedules, and efficiently delivers solutions to plan; based around an ethos that marries a depth and breadth of development skills, with a management process that removes virtually all risk from successful project roll-outs. Customers include Argos, Boots, Bristol & West, Halfords, Novae, Swiss Re and W.R. Berkley.

Salmon is headquartered in Watford, Hertfordshire and has offices in the US, China and Australia.

For more details about Salmon visit www.salmon.com.



Salmon Limited • 64 Clarendon Road • Watford • Hertfordshire • WD17 1DA

Tel: +44 (0)1923 320000 • Fax: +44 (0)1923 320023 • Email: info@salmon.com

www.salmon.com