



High Profile International E-Commerce Web Site Development

Royal Doulton, NeoWorks

THE CUSTOMER

Royal Doulton is one of the worlds oldest and most well know chinaware companies. It is also one of the most forward looking in developing their business, product portfolio and distribution methods to accommodate modern tastes and sales channels. Consequently, the launch of their new e-tailing web site is an integral part of their growth strategy.

THE CHALLENGE

Royal Doulton required dedicated web sites to cater to the tastes of their US and Canadian customers, offering an extensive range of Royal Doulton products.

The key requirements were that branding, product assortments and promotions on each of the localised sites should be targeted to their market geographies. Additionally, the new sites were required to offer localised pricelists and payment options and to integrate with local backend systems for fulfilment, payments and accounting.

OUR SOLUTION

Working with the latest version of the Blue Martini e-commerce platform (version 6) NeoWorks engineered a multiple site solution, serving UK, US and Canadian sites from a single hardware and hosting infrastructure.

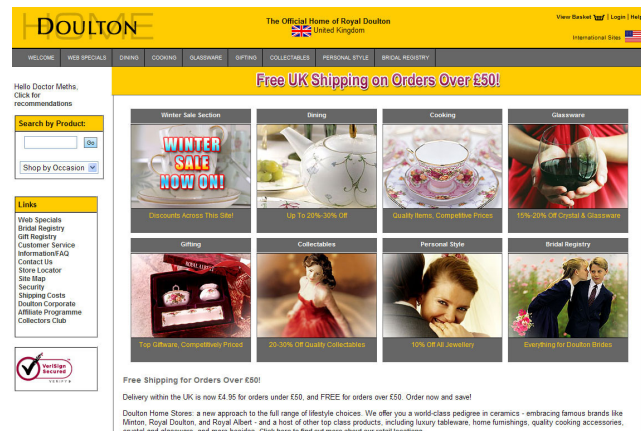
The solution enables the Royal Doulton web site team, based in the UK to manage all aspects of the international sites through a centralised management interface, without the need for technical resource.

SUCCESS

The resulting multi-region web site application facilitates customisation on a site-by-site basis of:

- Visual branding
- Product, pricing and merchandising data
- Shipping, billing and tax calculation methods
- Integration with warehousing and ERP systems

All data and configuration for the UK, US and Canadian sites is managed centrally by Royal Doulton's internal web site team.



"NeoWorks have designed and implemented a comprehensive software solution for our e-commerce strategy across different global markets. Our tailored web sites can accommodate a changing product portfolio, improve the customer experience, and provide a safe and secure e-tailing environment. The new US and Canadian sites mean that we can further build on established English brands in ceramics, while adopting a truly contemporary lifestyle approach."

George Kenton - General Manager Global CRM & Direct, Royal Doulton