

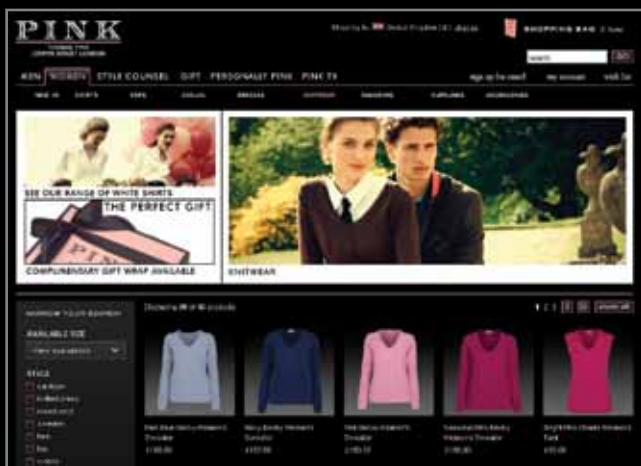


Expedite & Fresca

Multichannel Retail Specialists

FrescaCommerce platform

A multichannel platform enabling you to transact with your customers how they want, when they want



1. Multichannel architecture

A single instance of FrescaCommerce supports any number of storefronts, so you can operate:

- a website
- a site optimised for mobiles
- a site optimised for iPads and tablets
- a site accessible by customers logged into Facebook
- VIP channels
- clearance channels
- multiple brand fascias
- international sites in local language and local currency, and with local payment methods
- in-store kiosks (self-service)
- in-store staff-assisted sales
- call centre sales and customer service.

FrescaCommerce enables each storefront to be tailored and optimised to deliver the best possible customer experience appropriate to the device; yet all storefronts are served from a single instance of FrescaCommerce, so product information and stock availability is consistent and accurate across storefronts and there is no additional content management or administrative overhead.

If you want to offer specific products or sell at different prices through one or more of the storefronts, then you have that flexibility.

2. Cross-channel commerce – click & collect

But of course it's not just a question of offering multiple channels. It's recognising that customers now want to transact across channels. They want to place an order online and collect from their nearest store; they want to order in-store for home delivery.

You want to optimise your supply chain and maximise conversion by offering all the stock in your pipeline: not just what's in the warehouse, but what's available in-store too.

Our Integrated Store solution enables click & collect and supports all the key scenarios:

- reserve & collect (reserve online, collect and pay in-store)
- buy & collect (buy online, collect in-store)
- order in-store for home delivery
- order in-store for collection from store
- return online orders in-store
- fulfilment from store stock
- fulfilment from distribution centre (DC) stock.

3. A hosted and managed service

We provide a fully managed and hosted service, taking care of the IT infrastructure, integration and support of your site, freeing you to focus on merchandising and selling your products and growing your business.

- no capex costs for hardware or software – the “on-demand” capacity is provided as an integral part of the service
- PCI DSS compliance and certification
- a high-availability infrastructure with no single point of failure in the data centre
- provision of international Content Delivery Network (“CDN”) for fast page downloads for customers from Adelaide to Aldershot.

Underwritten by a 99.9% availability guarantee.

4. A feature-rich platform

The platform has all the tools you need to manage and optimise the website to increase conversion, AOV and customer satisfaction:

Website

As well as great design, our websites have the features your customers want.

Search and browse

- Search for products and content
- Extensive and flexible filtering of results using custom attributes
- Sort results by best-sellers, margin, 'freshness' and more.

Show off your products

- Multiple product images
- Image zoom
- Product video
- Related products such as 'accessories' and 'you may also like', allowing upsell, cross-sell and increase average order value
- Let your customers 'tell a friend'.

Flexible promotions

- Percentage off, fixed discounts, free gifts, free delivery, buy X get one free, buy product set at a discount
- Promotion with next order
- Single-use and multi-use voucher codes
- Generate voucher codes in the Back Office
- Trigger on order amount, customer group, voucher code, specific order lines or product categories, number of items or card type.

Easy ordering and checkout

- Flexible checkout length, with a view to reducing the number of steps
- Order using stored card details
- Choose services such as gift wrap or assembly, and add gift messages to items or orders
- Guest checkout / Buy without registration
- Create account after ordering
- Payment types include PayPal, as well as payment cards and gift cards
- Integration with 3d Secure (MasterCard SecureCode and Verified by Visa)
- Flexible shipping options including store collection.

Customer accounts

- Configurable profile questions on registration
- Automatic registration with emailed password
- Manage shipping and delivery addresses
- Manage marketing list opt-ins
- Postcode address lookup
- Order tracking and history
- Arrange returns and exchanges from order history, and get an RMA number
- Wishlists that can be emailed to friends.

Product customisation

- Let customers choose designs and personalise products.

VIP channels

- Exclusive products, prices and promotions
- Choose the customers who can log in and see the channel.

Store finder

- Custom information for each store
- Find stores by postcode or area
- Maps and printable directions.

Social media

- Facebook 'like' buttons
- Social bookmarking using ShareThis
- Order from within Facebook
- Ratings and reviews.

International support

- Multilingual sites
- Different currencies and prices for different countries or storefronts
- International payment types supported include Sofort, iDeal and invoice-on-delivery (Klarna)
- Determine customer location by IP address, or let them choose from a list
- International shipping options
- Allowed and disallowed countries for shipping
- Multiple tax rates and duties calculated. US sales taxes using CertiTax.

Mobile optimised sites

- Simpler design for mobile browsing
- The same platform, same order handling, and same system features as your desktop site.

Search engine optimisation (SEO)

- Redirect from search engine friendly URLs
- Meta page titles help you determine how search engines display page links
- Search engine friendly meta keywords, and inline category page titles.

Back Office

Our Back Office provides all the tools you need to manage the system, with secure, role-based access to let your staff see the information they need.

Manage site content across all your websites and storefronts

- View and arrange the site map
- Add, edit and publish content pages
- Approval workflow for change publishing
- Schedule changes to go live at a set time.

'Searchandise'

- Sort products the way you want customers to see them
- Sort visually by dragging and dropping, or automatically by criteria such as margin, bestsellers and price
- Set up search keywords, synonyms and common misspellings
- Link search keywords to content pages as well as products.

Manage promotions

- Create and activate promotions for use on the website and other channels
- Set start and end times for promotion validity
- Promotions calendar lets you easily see all active and inactive promotions.

Call centre

- Manage customer details and marketing list subscriptions
- Search for products, customers and orders
- Place orders on behalf of customers
- Deal with failed payments and refunds
- See and write notes with information about customers and customer orders
- Customer blacklists to help prevent fraud.

Fulfilment and returns

- Integrate with your existing systems through standard imports and exports
- OR use the Back Office itself
- Built-in pick list generator
- Print invoices
- Manage the order using fulfilment workflow
- Allow part-shipment and part-payment of orders.

Customer management

- Create and maintain customer groups
- Create and maintain marketing lists
- Set up extended customer information.

Report on your system

- Trading reports including hourly and daily demand summaries, shipped and returned order details, and promotion performance
- Finance reports including card settlement summary and detail, and sales by country
- Stock reports including stock levels, out of stock products, and email when back in stock requests
- Customer and prospect reports including mailing list exports, campaign responders, email addresses by referrer, and RFM information
- Bespoke reports that tell you exactly what you need to know.

Manage your catalogue

- View catalogue information imported from existing systems
- Change catalogue information to make immediate corrections
- Assign products to categories
- Set up custom product attributes such as brand, colour, garment care and so on
- Configure product customisation options
- Show and hide products.

Manage stock and prices

- View stock levels imported from your existing systems
- Make price and stock adjustments
- Set a minimum stock threshold for sales of each item
- Manage stock locations
- Set the stock locations that are available to each storefront and channel.

To do lists

- Set actions and deadlines for tasks.

Other features

Point Of Sale integration (Integrated Store)

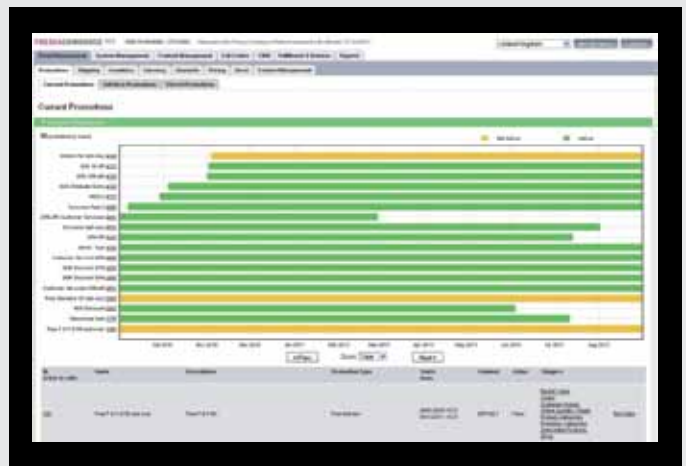
- Web services allow integration with other point of sale systems
- Check store stock and availability in nearest stores
- Order in store for home delivery
- Order online for store collection
- Order online, return in store.

Sales and marketing

- Automatically tweet new products and promotions on Twitter, or post them on Facebook
- Automatically move products to sales categories or channels when prices are reduced.

Integration possible with "best-of-breed" 3rd party solutions; some examples below:

- Avail Intelligence (behavioural merchandising)
- Fredhopper (searchandising)
- SLI learning search
- Feefo ratings and reviews
- Bazaarvoice Ratings & Reviews, Stories and Ask & Answer
- Google Merchant Center
- Omniture / Adobe SiteCatalyst analytics
- Google Analytics
- IBM Coremetrics
- 10CMS content management
- PrePay Solutions gift cards
- NN4M (No Need For Mirrors) virtual fitting room
- LivePerson live chat software
- Verisign SSL security certificates
- McAfee SECURE security certificates.



About us

BT Expedite and BT Fresca together make up the retail solutions division of BT. We provide products, services and solutions for some of the UK's leading retailers, with expertise across all areas of retail, from e-commerce to supply chains.

For more information on our e-commerce and social media solutions, contact www.btexpedite.com/ecommerce, or call us on 0870 8506880.



Offices worldwide

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