

Sail of the century



Musto, a leading lifestyle-clothing brand, grows revenues and reaches new markets with a transactional website from BT Fresca

Client

One of the world's leading lifestyle and country sports clothing brands, Musto is a favourite of leading personalities such as Zara Philips and Dame Ellen MacArthur. It was founded in 1965 by British Olympic sailor and engineer, Keith Musto, who designed a range of attire to keep athletes warm, dry, and comfortable in even the most extreme conditions. Traditionally specialising in the equestrian, shooting, and sailing markets, Musto has recently launched a new range of casual clothing.

Challenge

Musto offers its products through some 90 specialist shops in Britain and beyond. It also has 12 retail outlets of its own, located chiefly in UK coastal areas where its traditional customers tend to be. With the opening of its newest store in Exeter, Musto extended its brand to mainstream high street shoppers. But it wanted to achieve more.

"The challenge is to grow our business by making our products more accessible to a wider audience," explains Bozena Birt, Business Development Director at

Musto. The company decided to adopt a multi-channel strategy. It already had a website, but that did not support online sales. Bozena Birt continues: "We wanted tried and tested transactional technology from a partner that could bring best of breed expertise, not just in software but in the processes that guide the customer's website journey."

Musto wanted to work alongside people with experience of fashion retailing, relevant to its marketplace. The company issued an RFP and arrived at a shortlist of three possible vendors before selecting BT Fresca. As the specialist e-commerce arm of BT Expedite, the BT retail solutions division, BT Fresca is expert in online retailing.

"BT Fresca was very responsive and immediately instilled confidence that it understood our business and our ambitions," says Bozena Birt. "It had the right experience and a good commercial offer. It was also willing to dedicate people to the project and help us to create a compelling business case."

The BT Fresca Differentiators

- Reputation and experience in delivering successful e-commerce transactional websites for leading retailers
- Consultative and collaborative approach to develop a tailored solution that would interface with the bespoke Musto legacy systems
- Design skills to create a compelling and easy-to-navigate site featuring a fully integrated and seamless customer experience
- Attractive commercial model with 24*7 support for both application and infrastructure

Case study

Musto

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Solution

The project started with a workshop, at which key players from both sides agreed the Musto website fundamentals. “BT Fresca followed a clear process with excellent reporting and issue management systems,” says Bozena Birt.

The Musto website is based on FrescaCommerce¹ – a fully managed and hosted e-commerce service. FrescaCommerce is supplied with an impressive 99.9 per cent availability Service Level Agreement (SLA), only possible because it is underpinned by a highly secure and scalable platform. Proven blueprints help ensure the highest quality implementation and a successful project delivery. Design, development, and implementation phases for Musto were scheduled over a five-month period.

“The project went very well overall and I was very impressed with the BT Fresca team. They worked collaboratively with us and quickly translated our brief into a ‘look and feel’ that really worked,” recalls Bozena Birt.

For more information on BT Expedite visit:

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The FrescaCommerce solution communicates with Musto's legacy merchandising and distribution systems via standard XML interfaces. These support features such as customer access to catalogue information, stock levels, and order status. Credit and debit card payments are processed via SecureTrading, a leading UK independent Payment Service Provider (PSP).

Multi-channel support is achieved through the FrescaCommerce call centre module, which allows sales advisors to process orders from customers who prefer to do business on the phone.

Added value features include FrescaZoom functionality, which enables enhanced product visualisation. Another feature called “Complete the Look” suggests compatible accessories. A content management system enables Musto to quickly and easily generate and upload new products and other website content. An inbuilt searchandising module enables Musto to display products in the order driven by specific merchandising and business rules.

Value

The new transactional website has lived up to its sales promise, and Musto can now reach a far wider audience. First year online orders are on track. Musto expects around 10 per cent of UK revenue to eventually come from online sales.

About FrescaCommerce

FrescaCommerce is a fully hosted and managed e-commerce cloud computing proposition, specifically designed for fashion and apparel retailers. It blends creative excellence with e-commerce best practice and back office integration. BT Fresca takes care of all the technical and operational challenges, allowing clients to focus on merchandising and trading. FrescaCommerce is behind many of the world's fastest growing and most successful websites including Austin Reed, Harvey Nichols, Habitat, Jane Norman, Matalan, Oasis, Snow + Rock, TJ Hughes, and Warehouse.

Backed by 24*7 support, FrescaCommerce comprises three integrated services. FrescaPlatform is the hosted software and hardware that underpins the e-commerce service. It is a highly secure and scalable shared environment, and can offer increased redundancy and availability with replication across two separate data centres. FrescaDesign features the services of the BT Fresca creative team, which is extremely experienced in creating compelling websites that deliver high levels of visitor to sale conversions and repeat customer visits. FrescaTraffic is an optional online marketing service to conceptualise and manage campaigns to drive traffic to the website and acquire new customers.

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Bozena Birt
Business Development Director
Musto

“As a premium brand we believe people who could be interested in Musto haven't been able to find our products because they don't shop in the right stores,” says Bozena Birt. “Now we can run national marketing campaigns, not just in the specialist press. We couldn't do that before because we had no place to send our customers.”

Already a second development phase is being discussed, which will see the site supporting international sales, along with enriched functionality. Other options under consideration include an improved store finder and a sub-domain for corporate and wholesale customers.

Bozena Birt sums up: “In service the site has been very reliable and there has been no downtime. Ultimately our aim is to ensure our customers can buy Musto products whenever and wherever they want – wholesale, in-store, online, or over the phone. BT Fresca is making that a reality.”

¹ FrescaCommerce® is a registered trade mark belonging to BT Fresca Limited for their e-commerce platform and service