

The Brief

Develop a marketing application which improves the central management and distribution of product information.

- ❖ Provide consistent product information across all channels eg: website, in-store, catalogue.
- ❖ Improve marketing and merchandising information flow through integration with existing business systems and processes.
- ❖ Develop a flexible and scalable solution, including the ability to work in several languages across the globe.

Getting the facts right is a pre-requisite for multi-channel retailing, but product information seems to get lost when decisions about business structure are made.

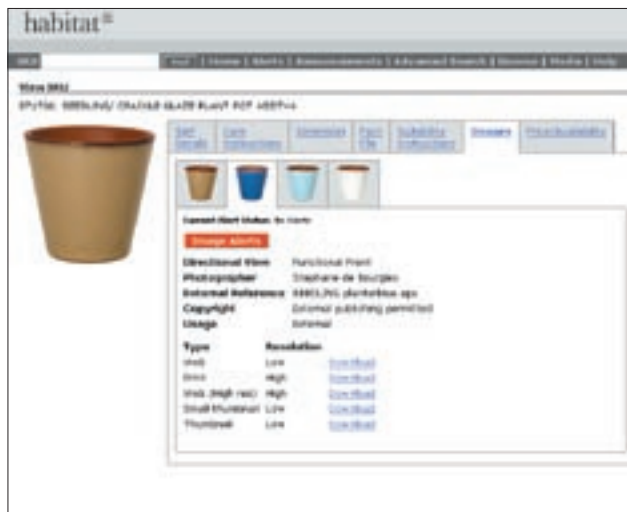
Mike Rowlands, Executive Director, LShift

The Solution

LShift developed ExproRetail – a Product Information Management system that allows Habitat to syndicate, manage and then deliver product information to the right people, in the right place, at the right time, in the most appropriate way.



Top: Search results (Store Module)
 Above: Viewing a product information alert (Product Information Manager)
 Left: Product profile view (Store Module)



ExproRetail interfaces with Habitat's supply chain systems and external data sources, extracting useful information and combining this with new information (such as product images, PDFs, marketing documents, care and safety instructions).

An invaluable tool when helping customers.
Claire, Sales Advisor,
Habitat Manchester

This allows Habitat to create structured product information from unstructured content.

The Results

- ❑ Increased sales due to better informed sales teams
- ❑ Reduced costs through more efficient product information management
- ❑ Eliminated the need for internal product information publications
- ❑ Reduction in product lead times
- ❑ Digital communications team use the system to provide content for the award winning Habitat website
- ❑ HR department use ExproRetail to generate product training documents that help get new staff up and running quickly
- ❑ Press department use ExproRetail to provide product information when dealing with media enquiries
- ❑ Future-proofed the business in terms of potential product information usages e.g. publishing information to PDAs, mobile phones or RFID

ExproRetail has provided an invaluable competitive advantage through enabling us to use product information as a strategic asset. Not only has it cut costs it has also improved customer service and increased sales – the ultimate goal for any retailer.
Nick Kendall, Business Information Systems Manager,
Habitat London

More Information

To find out how ExproRetail could benefit your business contact LShift, one of the UK's leading software development and consultancy businesses.

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Retail Product Information