

Experts in Multi-Channel Retail & eCommerce



Europe's leading consultancy and developer specialising in ecommerce and multi-channel retail

- Defining multi-channel strategies
- Planning ecommerce marketing and operations
- Technology roadmapping and platform selection
- Building ecommerce websites and order management solutions

“Javelin Group’s plan for a compelling multi-channel retail proposition for our stores, ecommerce and contact centres has really hit the mark.”

Steve Dowdle, Managing Director, Sony UK.

Planning multi-channel strategies

We help brands and retailers like B&Q, Clarks and Mothercare to plan their ecommerce and multi-channel strategies, using a five-stage approach:

1 Define the multi-channel proposition

- Customers and missions, ranges and pricing, brand values

2 Define the customer experience

- Customer journey, customer functionality, online experience

3 Define the marketing strategy

- Acquire/retain customers, cross-channel marketing

4 Define the processes and infrastructure

- Web content, contact centre, warehousing and fulfilment, technology

5 Develop the financial and implementation plan

- Potential size and viability, investment and return, organisation structure, implementation plan and timing



Clients

Multi-channel retail strategy for Sony

“Javelin Group’s plan for a compelling multi-channel retail proposition for our stores, ecommerce and contact centres has really hit the mark.”

Steve Dowdle, Managing Director, Sony UK.

Multi-channel strategy for Clarks

“We retained Javelin Group to define and implement Clarks’ multi-channel strategy. Their combined expertise across strategy, operations and technology has delivered real value.”

Rosemary Carr, Brand Director, C&J Clark.

Multi-channel strategy for Mothercare

“Javelin Group has helped us define and implement our multi-channel strategy. Their breadth of experience and ability to produce actionable recommendations have made them our first choice consultants for all aspects of multi-channel retail.”

Anna James, Strategy Director, Mothercare.



Richard Wolff, COO

richard.wolff@javelingroup.com

Richard is a founder partner of Javelin Group and runs our Multi-Channel Retail Strategy practice. He has spent the past 16 years running and advising retail businesses on non-store channels. Recent clients include B&Q, Mothercare Clarks, John Lewis and M&S.

“It is a testament to Javelin Group’s thoroughness and competence that at the final presentation we had no unanswered questions and a clear focus for next steps.”

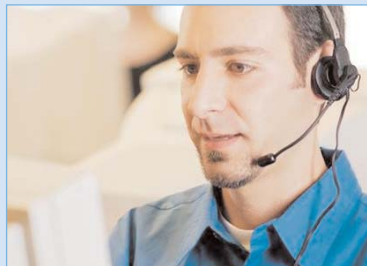
Richard Luck, Manager eCommerce, Waitrose.

Planning marketing, fulfilment and contact centre operations

We improve our clients’ multi-channel operations, from online marketing to contact centres and fulfilment.

We help our clients to

- Plan their ecommerce operations
- Optimise online, direct, and point of sale marketing
- Define operational strategies and select outsourcing partners
- Define and improve direct-to-customer fulfilment and processes
- Improve contact centre efficiencies
- Manage the effective allocation of budgets across channels



Clients

Marketing planning and forecasting for Asda General Merchandise online

“Javelin Group developed a detailed P&L forecast for Asda General Merchandise online. The work done was thorough and detailed, and I’m very happy with the quality of the output.”

Tony Prescott, Multi-Channel Trading Director, Asda.

Home delivery operations for Fortnum & Mason

“Javelin Group delivered thorough recommendations about how we should build our home delivery capacity to accommodate our rapid growth over the next three years. I am delighted with the results.”

Beverley Aspinall, Managing Director, Fortnum & Mason.

Contact centre growth plan for Waitrose

“Javelin Group helped us understand how well our contact centres are doing, what steps we should take to improve, and how we should manage our growth. It is a testament to their thoroughness and competence that at the final presentation we had no unanswered questions and a clear focus for next steps.”

Richard Luck, Manager eCommerce, Waitrose.



Will Treasure, Director, Operations

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Will runs our Multi-Channel Retail & eCommerce Operations practice. He has designed and implemented operational solutions across the value chain for over 50 retailers including Tesco, Comet, Sainsbury’s, Carphone Warehouse and Debenhams. Prior to joining Javelin Group, Will built and ran Iceland Group’s home delivery service.

“Javelin Group's help in managing our ecommerce platform selection process was very professional and of very high quality.”

Tim Stacey, Director, Boots.com.

eCommerce technology roadmapping and platform selection

We help retailers to select the right ecommerce applications for their business.

We work with our clients to

- Define the strategic roadmap for the evolution of their ecommerce technologies
- Define the functional and technical requirements for each application
- Score and select the best ecommerce and order management solutions
- Plan the implementation and negotiate the best deal with the vendors

We have delivered 15+ independent ecommerce package selections in the past two years, making us the most experienced adviser in Europe. Our experience covers all of the leading ecommerce solutions:

- ATG • BT (Fresca) • Demandware • Ecommerra • ePages • E-Inbusiness
- Elastic Path/BEA • Escalate • GSI Commerce • hybris • IBM • Imano
- Intershop Enfinity • Microsoft • Oracle • OS Commerce • SAP • Snow Valley • Sterling Commerce (Comergent) • Venda

Clients

eCommerce platform selection for Boots

“Javelin Group's help in managing our ecommerce platform selection process was very professional and of very high quality.”

Tim Stacey, Director, Boots.com.

eCommerce technology strategy for Asda

“We had an urgent requirement for assistance with the technology strategy for our new worldwide multi-channel platform. Javelin Group was very responsive and flexible and provided us with high quality advice.”

Andrew Brem, Trading Director, ASDA.com & New Business, Asda.

eCommerce application strategy for Tesco

“Javelin Group's technical knowledge and collaborative approach de-risked our ecommerce project considerably.”

Andrew Beale, IT Development Manager, Tesco.com.



Simon Evetts, CTO

eCommerce Technology Consulting
simon.evetts@javelingroup.com

Simon runs our eCommerce Technology Consulting practice covering IT strategy and package selection across all aspects of ecommerce and multi-channel retail. He has helped over 50 retailers including Tesco, Clarks, Kingfisher, Mothercare, Ann Summers and M&S.

“For years, Javelin Group has been essential in the success of our projects to extend our ecommerce systems. We value our partnership.”

Jenny Derbyshire, Business Systems Manager for eCommerce, Kingfisher.

Designing and building ecommerce websites and order management solutions

We plan, design, build, and improve our clients' ecommerce websites.

We work with our clients to

- Design the user experience to maximise conversion and order values
- Build ecommerce websites that enhance brand values and really sell
- Design and develop customer order management solutions
- Implement improved search & navigation, PIM, content management...



Clients

Continuous ecommerce development for B&Q

“For years, Javelin Group has been essential in the success of our projects to extend our ecommerce systems. With their expertise in developing leading edge ecommerce solutions we have ensured that Kingfisher's ecommerce capability ranks among the best. We value our partnership.”

Jenny Derbyshire, Business Systems Manager for eCommerce, Kingfisher.

Launch of new ecommerce website for Rexel

“Thanks to its impressive skills in developing and exploiting ecommerce solutions, Javelin Group has delivered an excellent industry-leading transactional website. I am delighted and can recommend them wholeheartedly.”

Paul Parker, CIO, Rexel UK.

Launch of new ecommerce websites for SSL (owner of Scholl and Durex brands)

“Throughout this project, Javelin Group has provided expert ecommerce advice and software implementation, demonstrating their responsive, quality-focused, and honest work ethic. They are a pleasure to work with.”

Waseem Haq, Head of Online, SSL International.

Implementation of customer order management (on Sterling Commerce) for Asda

“Javelin Group did an excellent job of implementing our customer order management solution. They delivered this complex project within a tight timeframe to very high standards, demonstrating an impressive expertise in ecommerce and order management architecture and implementation. I recommend them highly.”

Tony Prescott, Multi-Channel Trading Director, Asda.



Kees de Vos, Director
eCommerce Development
kees.devos@javelingroup.com

Kees runs our eCommerce Development practice. He brings many years of experience in ecommerce solution design and development for clients like Tesco, Mothercare and SSL.

About Javelin Group

Javelin Group is Europe's leading multi-channel retail and ecommerce consultancy. Our clients include many of the region's largest retailers and brands, together with smaller fast-growing businesses. They choose us for our specialist expertise in all of the disciplines necessary to drive profitable growth online and across channels.

In addition to our ecommerce and multi-channel services we also advise on retail strategy, retail due diligence, retail operations, retail technology and retail locations.

Clients

Retailers and brands

- Asda • B&Q • Boots • Carphone Warehouse • Clarks • Comet • Damart
- De Bijenkorf • Debenhams • Durex • Evans Cycles • Fat Face • Hamleys
- Harrods • HBOS • Hunkemoller • John Lewis • Kurt Geiger • M&S • Maplin
- Magasin du Nord • Mothercare • Mountain Warehouse • New Look • Nike
- Noa Noa • Norgren • Oakley • Otto • Pets at Home • Phase Eight • Redcats
- Rexel • Rigby & Peller • Sainsbury's • Salvatore Ferragamo • Schuh • Schull
- Screwfix • Selfridges • Sia • Sit-Up • Sony • Street One • T-Mobile • Tesco
- Thiele • TK Maxx • Vroom & Dreesmann • Waitrose • Woolworths (Australia)

Investors

- 3i • Advent International • Barclays Ventures • BC Partners • Blackstone
- BPE • Bridgepoint • Change Capital • Cinven • Cognetas • ECI • Goldman Sachs • Graphite Capital • Gresham • ISIS • JP Morgan • Langholm Capital
- NBGI • Opus Ventures • Primary Capital • Risk Capital • Terra Firma

Shopping centre developers/owners

- BAA • Ballymore Properties • British Land • Centros Miller • Development Securities • Edward Holdings • Hammerson • Hark Retail • Henderson Global Investors • Lamda Development • Land Securities • Legal & General • Lend Lease • McArthur Glen • Meyer Bergman • Minerva • Morley Fund Management
- Multiplex • Network Rail • Sonae Sierra • St Modwen • Wilson Bowden

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