



## Mobile Commerce

Europe's leading ecommerce consultants design, select and implement mobile commerce solutions.

### THE MOBILE CHANNEL

With mobile visitor numbers doubling each year, mobile site usage is expected to exceed desktop usage in the next three years. And with mobile-optimised sites providing the convenience of access anywhere, customers are increasingly expecting them as standard from retailers.

As the largest growth area in ecommerce, and with only 9% of retailers with a mobile-optimised site, early adopters of the mobile channel are capturing customer loyalty and gaining competitive advantage in their markets.

Although mobile sites are currently used mostly in 'traditional' ways (checking prices, finding store locations, and seeking opinions from friends about products via texts, calls or picture messaging) a mobile commerce site allows you to exploit this channel through mobile specific opportunities including location-based services, time-based offers and vouchers.

## Maximise the mobile commerce opportunity with Javelin Group.

We will help you choose the most suitable mobile commerce approach for your retail or ecommerce business, and then implement the solution within a short time-frame.

### Design engaging mobile commerce

We use our unique insight and retail expertise to design engaging mobile commerce solutions. We couple industry best practice in mobile user experience design with effective methods for integrating mobile commerce into your omni-channel business. In particular we recognise there is no 'one size fits all' solution to mobile development, so we help you to choose the approach which best suits your business requirements and the needs of your customers.

### Select the best mobile approach

Javelin Group uses three main methods for creating mobile optimised sites:

- **Dedicated mobile site:** This approach delivers a mobile site with the flexibility to either replicate the main website's content and functionality, or develop unique content and functionality.
- **Server side solutions:** This approach uses the functionality of the main website, but enables a different look and feel for the mobile site.
- **Responsive design:** This approach uses a single website to provide a consistent view across all devices: desktops, tablets and mobiles.

### Implement the chosen solution

Our first mobile commerce website was developed in 2010 for Early Learning Centre (ELC). This site was built in less than three months, and has traded strongly from launch. Since then we have successfully developed UK and European mobile sites for retailers including Lakeland, Majestic Wine, Wiggle, Mothercare and Harry Potter's Pottermore Shop.

## ABOUT JAVELIN GROUP

Javelin Group is Europe's leading specialist firm of ecommerce and omni-channel retail consultants, and systems integrators. We advise leading retailers in the UK, Europe and the rest of the world on their strategies, operations and technologies, and we develop large-scale ecommerce solutions. We also advise on store locations and formats, and on retail acquisitions and disposals.

With offices in the UK (head office), France, and Bulgaria (development centre) and more than 180 full-time professionals, we are the largest ecommerce specialist consultancy in Europe.

Our clients are retailers (including many of Europe's top 20 retailers), dotcoms, brands, B2B distributors and private equity investors in retail. We also work extensively with shopping centre developers and investors. From offices in London and Paris, we serve clients across Europe, the USA, the Middle East, Australia and China, with more than 50% of our work outside of the UK.

As a leading retail specialist, our unique insight and retail expertise are used to design engaging mobile ecommerce solutions, select the best approach and implement the chosen solution with integration into other retail channels.

## Case Study

# Early Learning Centre



Early Learning Centre (ELC), the UK's leading toy retailer, required a rapid implementation of a mobile commerce site, with a complete product portfolio and full integration into its main ecommerce website and back office systems. ELC already had an ecommerce website built by Javelin Group on the Demandware platform.

Javelin Group developed the mobile commerce site using in-built capabilities of the ELC platform to deliver a user experience optimised for the smart phone 'browser-buyer' market. Customers to the mobile site benefit from a full product list, site functionality consistent with the main ELC website, and a shared basket and purchase process. ELC benefits from simplified on-going management of both websites through a single set of business tools. Javelin Group designed and developed the mobile commerce site in just three months.

*"In January this year, we made a tough request of Javelin Group to help us move into mobile commerce by delivering our mobile site by April. They met this challenge, working efficiently with our team to deliver a high quality site within our budget and timeframe. We have already seen an uptake of the site with orders being taken on the first day of our soft launch. We are very happy with the solution which has been delivered to us by Javelin Group."*

Jas Virdee  
Executive Director  
Mothercare ELC

